

LIFE

BACKGROUND OF TROTting SCANDAL
CHURCHILL ON THE GREAT BETRAYAL

AMERICA'S GUEST:
QUEEN FREDERIKA
OF GREECE



20 CENTS

NOVEMBER 16, 1953

Now beds almost make themselves with CANNON FITTED SHEETS



More wonders with Cannon's Fitted Bottom Sheet!

The four corners of this time-saving sheet mean no more daily tucking or re-tucking. And only Cannon reinforces the edge of the sheet all around with bias tape for better fit, extra-long wear. Another Cannon exclusive—frequent size labeling printed on the tape—makes sheet selection easy without unfolding.



Extra-long! Cannon's Fitted Top Sheet!

Slip this sheet's two fitted corners over the foot of your mattress... then tug at the top—and you're done. The extra length of Cannon's Fitted Top Sheet gives you plenty of foot room *and* ample turnover at the top. *If you rotate sheets:* use two Cannon Fitted Top Sheets, one as a bottom sheet, the other as the top.



Flattering *colorfast* colors!

That's Cannon's serene Aquamarine enhancing the bed above. At the right, there are six other lovely Cannon colors to choose from. All colorfast—as approved by the American Institute of Laundering. Wonderful in white, too.



The best-dressed beds wear Cannon Sheets!

There's nothing quite like the comfort and luxury of Cannon Percales. The *smooth* percale is Cannon *Combspun*—with cotton combed till only longest, strongest fibers remain. Yet they cost only pennies more than heavy-duty muslins. (Scalloping available in pillowcases and flat sheets only; slightly higher.)

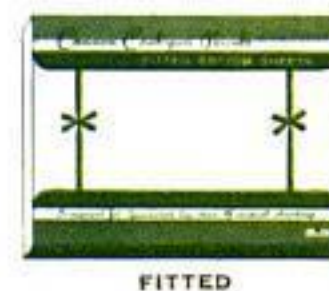
Cannon

combspun* percale sheets

More women use Cannon Percales than any other brand



Reg. U. S. Pat. Off. COPR. 1953, CANNON MILLS, INC., N. Y. 13, N. Y. • CANNON TOWELS • STOCKINGS • BEDSPREADS



FITTED



REGULAR



What happens when you signal the engine room?



Split-second response to the accelerator is a big help when you're navigating a car on today's busy streets and highways. That's one of the reasons why so many car owners today use nothing but high octane "Ethyl" gasoline.

When your foot goes down, "Ethyl" gasoline delivers full, knockless power. And because you know your engine will get going without hesitation, your driving is surer and safer... and more fun. Next time you "fill 'er up," ask for "Ethyl" gasoline and enjoy the powerful difference it makes in your car's performance.

ETHYL CORPORATION, New York 17, N. Y.
Ethyl Antiknock Ltd., in Canada



Protect your engine—get more power with **"ETHYL"** gasoline

TRADE-MARK

This One



4B5B-39L-1T13

Again G.E. gives you more
than any other Clock-Radio for

\$**39**^{95*}



Tulls you to sleep...
shuts itself off!



Wakes you to
music or news!



Turns appliances on or off
...automatically!



Now with phono jack
for your record player!



CLOCK- RADIO

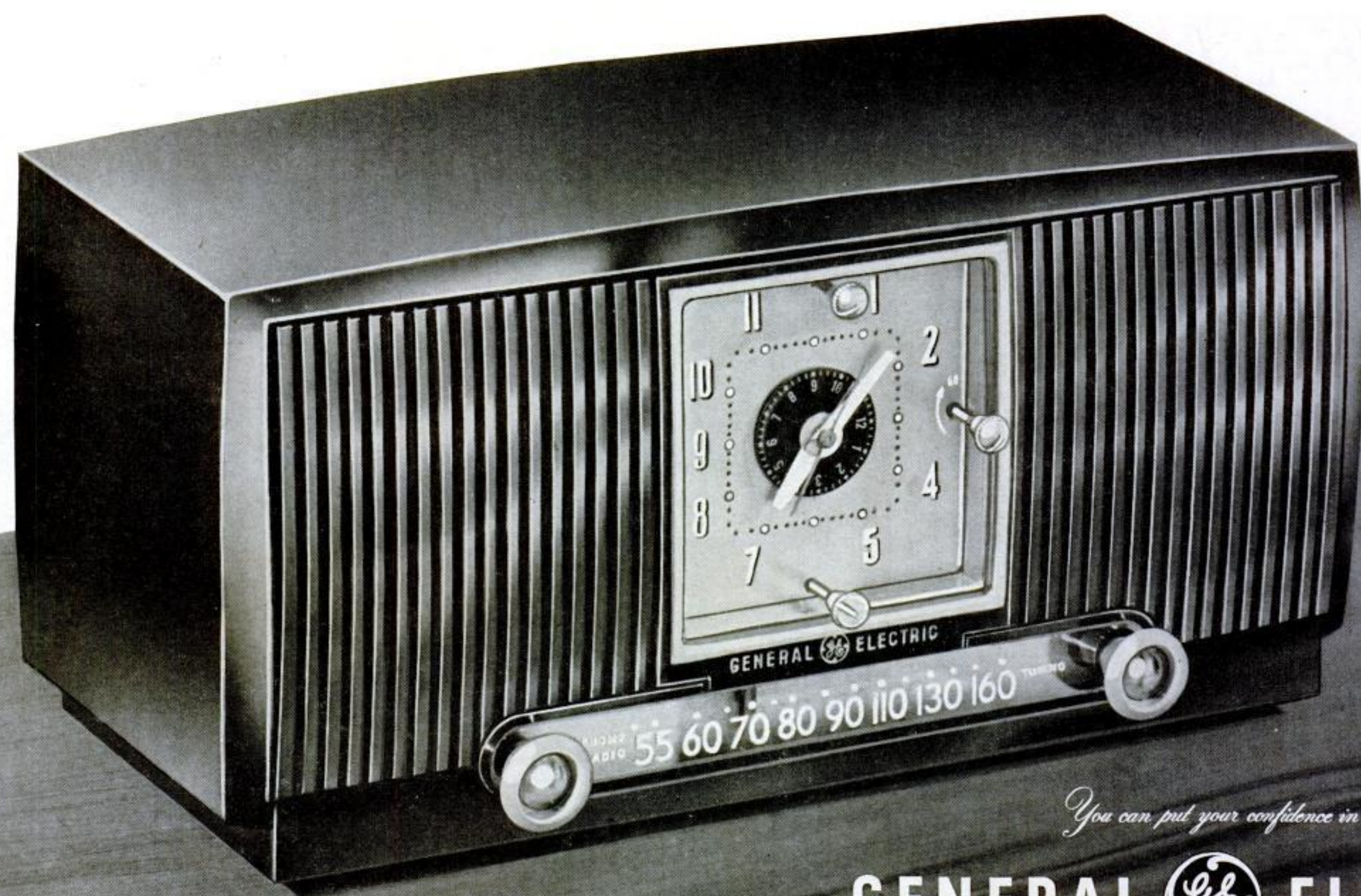
Now more than ever — the World's Most Useful Radio

As nearly 3 million happy families can tell you—the G-E Clock-Radio gives you more for your money than any other make. And now, besides its regular automatic services, G.E. adds a phono-jack for your record player. You can now wake or go to sleep to your favorite recordings—as well as music or news from the radio. Only G.E. gives you this great extra feature *plus* your choice of four smart colors at no extra cost. Choose from mahogany, ivory, red or white—all at the same low price.

General Electric Co., Radio & TV Department, Electronics Park, Syracuse, N. Y.

G-E Clock-Radio prices start at \$27.95.

*Subject to change without notice.
Slightly higher west and south.



Model 546

General Electric
Comedy Theatre presents
RAY MILLAND
in "Meet Mr. McNutley"
TV & Radio—CBS networks—weekly

You can put your confidence in—

GENERAL  ELECTRIC

For about 35¢ a day*

MONEY Pays Family Hospital Expenses

For One Full Year

and up to \$5,000 for polio

Under MONEY's new Family Hospital and Surgical Expense Policy, you can provide a wide range of benefits for *yourself and your family*—extra-liberal benefits you can count on when you need them most.

Here's just a quick summary of the advantages of this new MONEY policy:

Basic Benefits

1. **Hospital Room and Board Benefit.** How much? \$5 to \$15 a day, for as long as 365 days.
2. **Miscellaneous Hospital Expenses.** Up to 50 times your daily hospital room and board benefit, depending upon how long you're in the hospital.
3. **Maternity Benefits.** For normal delivery, 10 times daily hospital room and board benefit.
4. **Polio Expenses.** For as long as 3 years and up to \$5,000.
5. **Nursing service at home.**
6. **Emergency outpatient hospital treatment within 48 hours of injury.**

Optional Benefits

MONEY will pay specified surgical expenses (up to \$300), anesthesia expenses (up to 10% of surgical allowance), and the expense of your doctor's visits to you in the hospital when an operation is not required (\$3 a day for a maximum of 45 days).

Protection for the Family—and the Individual

If you're married, one MONEY policy will cover you and your wife to age 65, and all your children between 31 days and 18 years old. Babies are automatically covered 31 days after birth, without charge, until the next premium is due. If you're unmarried, there is an *individual* MONEY Hospital Expense Policy to suit your needs.

* This cost is based on a policy covering a man and his wife under age 40 and their two children under age 18. It would provide a Hospital Room and Board Benefit of \$5 a day and a Surgical Benefit up to \$200, as well as other benefits.

A MONEY Family Hospital Policy covers you and your family for accidents from the first day the policy is in force, for sickness after it has been in force only 15 days, and for maternity after 10 months. The policy excludes injuries or sickness covered by Workmen's Compensation or involving confinement in a national or state government hospital. Beyond that, the policy has a minimum of exclusions and limitations, which are clearly stated in the contract.

Mutual Of New York is one of the oldest, strongest, most reliable life insurance companies in existence. That's why you can *count* on prompt, fair payment under a MONEY Family Hospital and Surgical Expense Policy.

Don't wait -- act now!

A MONEY representative will be glad to show you how you can take full advantage of this comprehensive hospital expense insurance... at a cost so low it will surprise you!

Mail this coupon today!

MUTUAL OF NEW YORK, Dept. L-93
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONEY policy to cover my needs as follows: (please check.)

- () Hospital, Medical Benefits
- () Tax-Free Disability Income
- () Education for my Children
- () Income for my Retirement
- () Pay Off my Mortgage
- () Insurance on my Wife or Children

Name _____

Address _____

City _____ County _____

State _____

Occupation _____ Date of Birth _____

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York



Each brushing gives
**Anti-Enzyme Protection
 Against Decay Acids**
 ... even where brush can't reach



A leading university reports that Pepsodent protects against dangerous enzyme-formed acids that cause decay! That's because Pepsodent's Oral Detergent cleans even hard to get at places where most tooth decay starts!

PEPSODENT with **ORAL DETERGENT** discovery brings
Clean Mouth Taste for Hours

Research proves it gives you the cleanest teeth!

A famous university proved Pepsodent's ORAL DETERGENT cleans teeth cleanest of the leading toothpastes. *Your own proof* is the clean mouth taste for hours!

Why can Pepsodent do this? Because only Pepsodent has ORAL DETERGENT—the exclusive combination of IRIUM (purified alkyl sulphate) for cleaning teeth—plus I.M.P. (insoluble metaphosphate) for polishing teeth. And you know the cleaner your teeth, the cleaner your breath and the better you fight decay. Lever Brothers Company unconditionally guarantees your satisfaction or your money refunded.



Have you tasted new
 Pepsodent Chlorophyll?

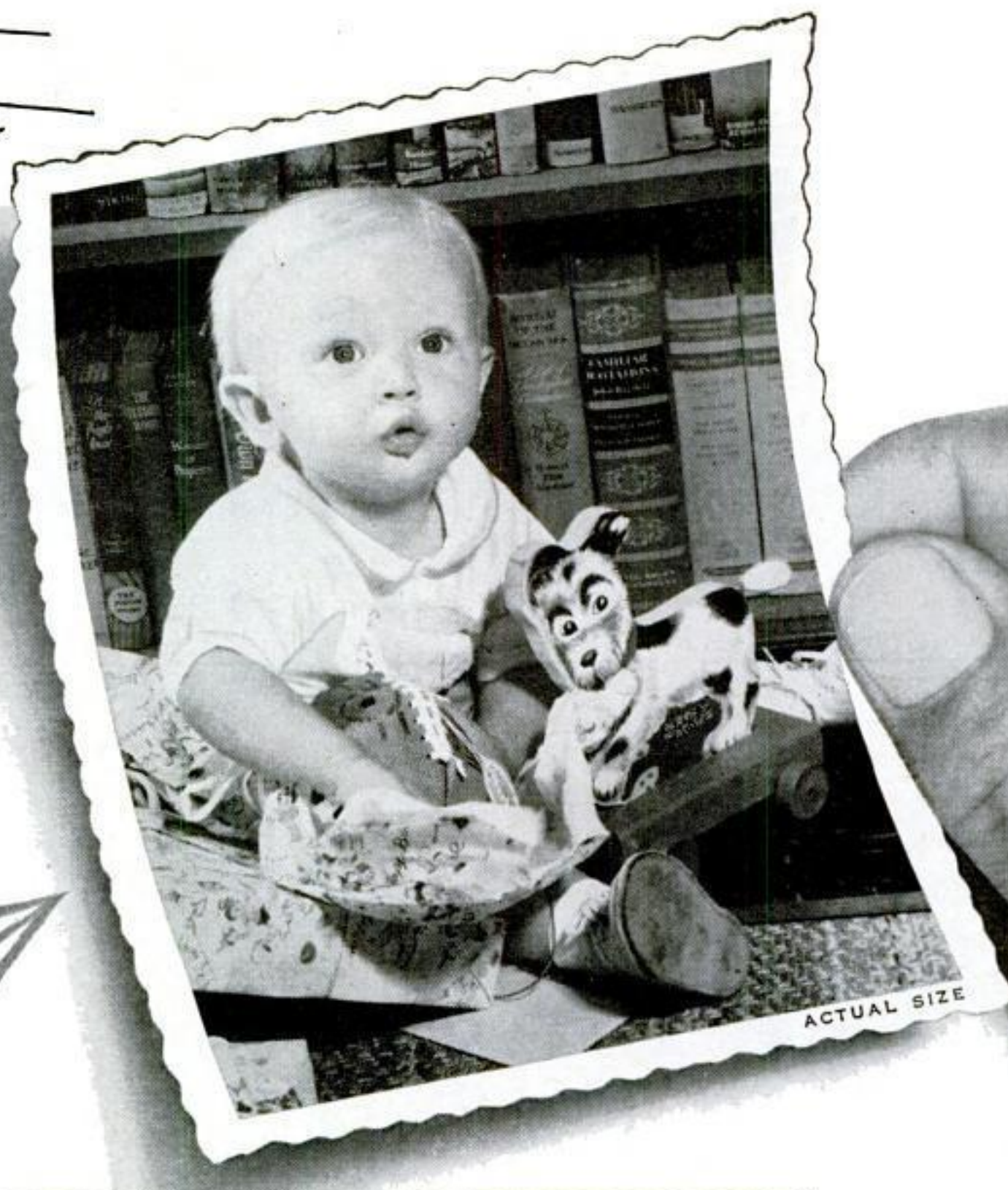
Snapshot in 60 seconds

—WHAT A THRILL
AT CHRISTMAS TIME!



SNAP IT!
60 SECONDS LATER...
THE FUN BEGINS!

You open your Polaroid Camera, lift out the completely dry, finished print — and break into a bright smile. It's the best picture ever taken of your boy!



HAVE YOU SEEN TODAY'S POLAROID PICTURES?

- ★ They're big, sparkling black and white prints like this.
- ★ A new plastic finish gives them lasting beauty.
- ★ Every roll of film is guaranteed.*



CAN YOU IMAGINE THE FUN

of admiring that picture with the whole family right there on the spot? Showing it to friends that very day? That's the joy of the most wanted gift of all, the Polaroid Land Camera.



YOU'LL HAVE ENLARGEMENTS AND COPIES MADE

They're made directly from your prints by our special process. They'll come back to you so quickly, cost so little, you'll wonder why you ever kept dusty files of negatives.



A CINCH TO USE!

Anyone can make good pictures. To load, just drop in the film. No spools to thread, no knobs to turn. Developing is done without tanks, liquids or fuss.

AND YOU'LL NEVER "MISS" A PICTURE

If the subject moves, or the pose isn't right, you know at once and can shoot the picture again... before a once-in-a-lifetime moment is gone forever.

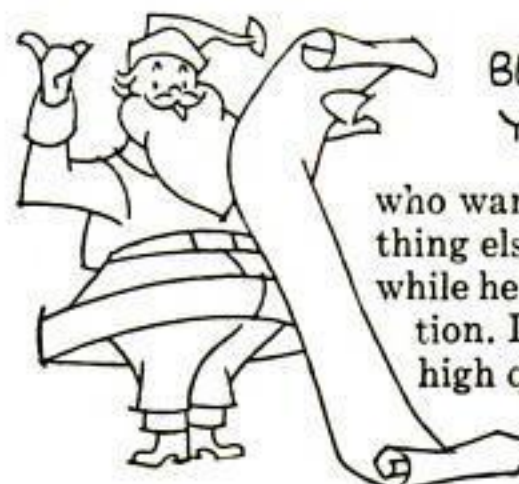


ATHFINDER — f/4.5 lens... shutter speeds one to 1/400 sec.... coupled rangefinder... aristocrat of 60-second cameras.



MODEL 95 — the thrifty family camera anyone can use indoors or out, rain or shine.

POLAROID® *Land* CAMERAS



BET THERE'S SOMEONE ON
YOUR CHRISTMAS LIST

who wants a Polaroid Camera more than anything else. If so, see your photo dealer soon — while he still has 'em. Ask him for a demonstration. It's fun — and you'll be amazed at the high quality of today's one-minute pictures!

If you're ever dissatisfied with the results from any roll, send the pictures to Polaroid and you'll get a new roll free.

Polaroid Corporation, Cambridge 39, Mass.

Better See Motorola

**FIRST
IN
RADIO
SALES** ST

The Golden Voice of Radio—at its Finest

Extended Tone Speaker



*Exclusive!
43% Larger Speaker
... Better Tone!*

**brings out richer bass, sweeter treble
than ever before heard in a table radio!**

Before you buy another radio...listen! Listen to the amazing tone of the new Motorola. For Motorola has solved the tone problem that has been haunting radio engineers since the dawn of radio. The bulky magnetic core behind every speaker cone took too much space, kept the speaker small! But Motorola did the trick...put the core *inside* the cone, and used the extra space for more speaker! Result: speaker area extended 43%...tone extended in depth, richness and beauty! Better see the handsome new Motorola radios. Now at your favorite radio store.

At Left—Extended Tone speaker makes this table radio sound like a console! Modern design, choice of four decorator colors, contrasting grille. Gray, green, red. Model 53H1 in ebony, \$24.95

Prices subject to change without notice. Slightly higher South and West. © 1953, Motorola, Inc. "Golden Voice" is a Reg. T. M. of Motorola, Inc.



MODEL 62CW1—Deluxe Clock Radio. Golden Voice. Easy-to-read dial. Appliance outlet and timer. Mahogany finish \$69.95. Blond higher.



MODEL 53LC—Porta-Clock Radio. Portable with built-in clock. Extended Tone speaker! AC-DC-Battery. \$44.95 less batteries.



MODEL 53C1—Lowest price ever for a genuine Motorola clock radio with automatic timer. In ivory, green, red. Walnut, \$29.95

Motorola Radio

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER



Hamilton

most trusted name in watches...proudly announces

ILLINOIS

**A completely new line of fine watches
for as little as \$33⁹⁵!**

Guarantee

Your Illinois watch is guaranteed by the Hamilton Watch Company against all original defects in material or workmanship. Cased and timed in the Hamilton Watch factory, it has passed exhaustive tests proving it capable of giving accurate time within the close limits set for it.

HAMILTON WATCH COMPANY
ILLINOIS WATCH DIVISION
LANCASTER, PA.

Dollar for dollar, we sincerely feel these are the most beautifully designed, dependable, accurate—and modern—watches you can buy. Choose from shockproof, waterproof, self-winding watches . . . watches with sweep second hands

. . . all styled by Hamilton and *guaranteed* by Hamilton. These wonderful new Illinois watches are on display at your jeweler's right now. When you're doing your Christmas shopping, be sure to see them.

1. LADY GAY "C"—17 jewels, anti-magnetic, matching bracelet, \$44.95. Silk cord, \$37.50.
2. DEBONAIR "E"—17 jewels, shockproof, anti-magnetic, sweep second, leather strap, \$39.95.
3. TOPPER "B"—17 jewels, shockproof, anti-magnetic, gold-filled case, expansion band, \$52.50. With leather strap, \$44.95.
4. DEBONAIR "C"—17 jewels, shockproof, anti-magnetic, expansion band, \$47.50. Leather strap, \$39.95.
5. SIGNAMATIC "C"—17 jewels, stainless steel, waterproof, automatic with reserve-power indicator, expansion band, \$69.95. With leather strap, \$65.00.
6. CAREER GIRL "A"—17 jewels, waterproof, powderproof, sweep second, stainless steel, expansion band \$54.95. With leather strap, \$49.95.
7. GOLDEN TREASURE "A"—17 jewels, anti-magnetic, yellow or white 10K gold, silk cord, \$54.95.
8. LADY GAY "B"—17 jewels, anti-magnetic, embossed numerals and markers, silk cord, \$33.95.
9. NAUTILUS "A"—17 jewels, waterproof, shockproof, anti-magnetic, stainless steel, sweep second, leather strap, \$44.95.

PRICES INCLUDE FEDERAL TAX. ©HWC



See Illinois' fine sweep-second precision watches for career girls.



GOING TO POLICE, Sycowsky leaves hotel for the first of the three visits required daily to station.



READING MAIL after picking it up at the post office, Sycowsky pauses in the sun before his hotel.

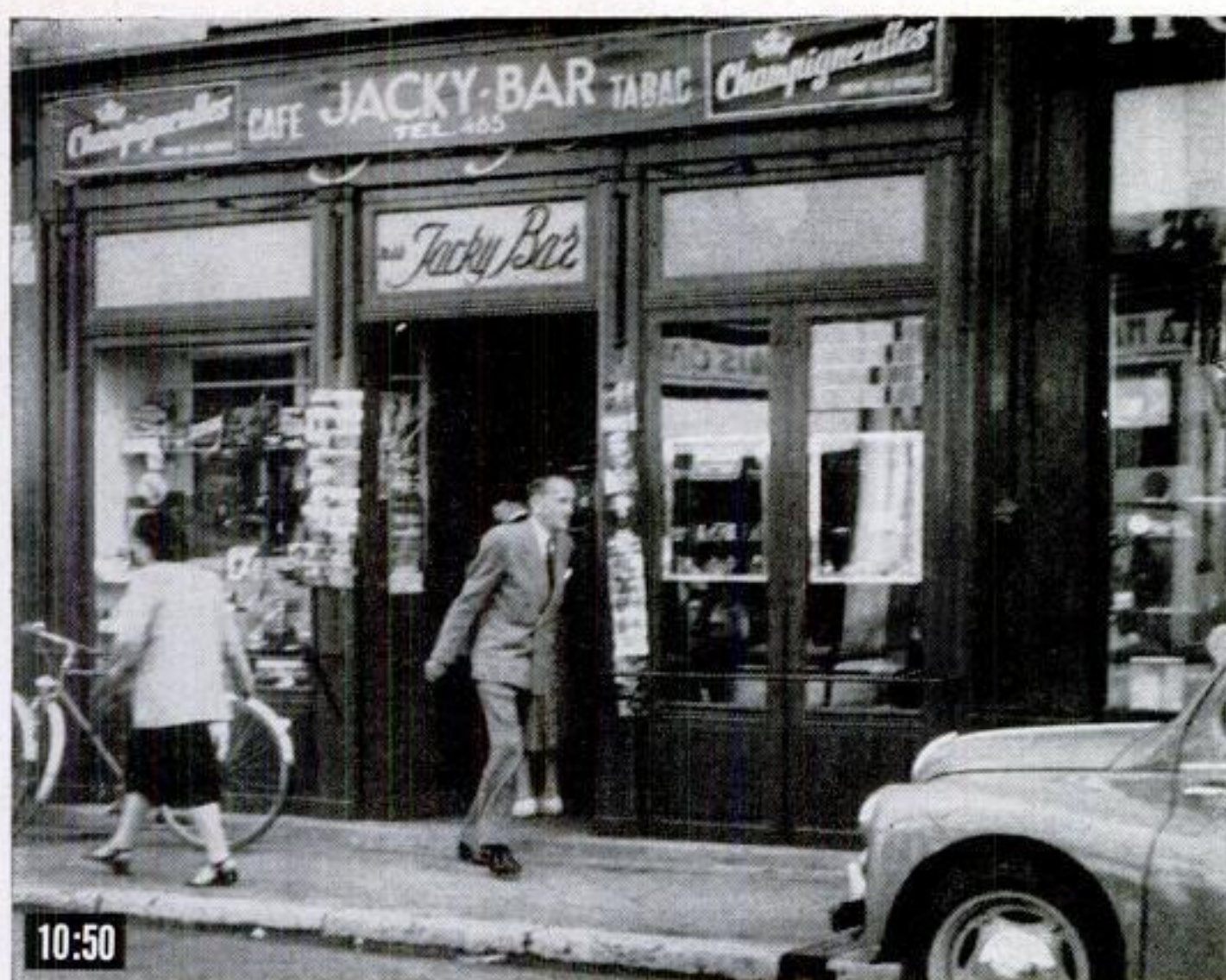


RETURNING TO HOTEL, Sycowsky continues reading as he heads back to make telephone calls.



DISCOVERING PHOTOGRAPHER for first time, Sycowsky abruptly breaks off street conversation with a friend from Paris and casts a wary eye at camera.





LEAVING TOBACCO SHOP, where he placed bets on the horses, Sycowsky heads down the street. He lives modestly at the hotel but is town's biggest better.



EYING MERCHANDISE, Sycowsky looks in jewelry store. He has boasted to police he has fortunes in other countries but is unable to withdraw the money.

SPEAKING OF PICTURES . . .

These show photographer's trouble with mystery man

Abraham Sycowsky is a man who, for understandable reasons, does not want to be photographed. A 58-year-old Pole who has operated under 46 aliases, he was deported in 1949 from the U.S. where he worked as a con man and swindler. He has since been expelled from Switzerland, Italy and Spain. The French government, which picked him up at the border with a phony passport last January, has given him temporary asylum as an undesirable alien until it can figure out where to send him.

Meanwhile, confined to the French town of Montargis near Paris and required to report to the police three times a day, Sycowsky adamantly refused to talk to the press and soon became the most mysterious figure in town. But his jealously guarded privacy came to an abrupt end recently when a French magazine photographer named Andre Sonine secretly began recording Sycowsky's daily wanderings and wound up with these unexpectedly dramatic pictures of a mystery man's morning.



← **ENRAGED BY CAMERA**, Sycowsky swings a menacing arm as he leaps for Photographer Sonine.

CHASING PHOTOGRAPHER, Sycowsky is pictured by another camera used by friend of Sonine.



60-piece
service for 8,
only \$59⁷⁵ plus 4 lovely servers,
free of extra cost!

Brookwood*
Plantation*
Del Mar*

Now...this very minute ... you'll entertain a couple or a crowd ... graciously ... correctly! For this is beautiful silverplate, priced so you can own a whole set—with four matching serving pieces—not just a place setting. Its radiant sparkle, faultless balance, deep detail give a great richness. And each perfect pattern—Del Mar, Plantation, Brookwood, and the new Enchantment*—has an extra overlay of pure silver on all most-used pieces for lovely, lasting service. And yet, compared to any fine silverplate you get *more pieces for less money.*

*Trade Marks. © 1953, Oneida Ltd., Oneida, N.Y.

1881 ROGERS
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

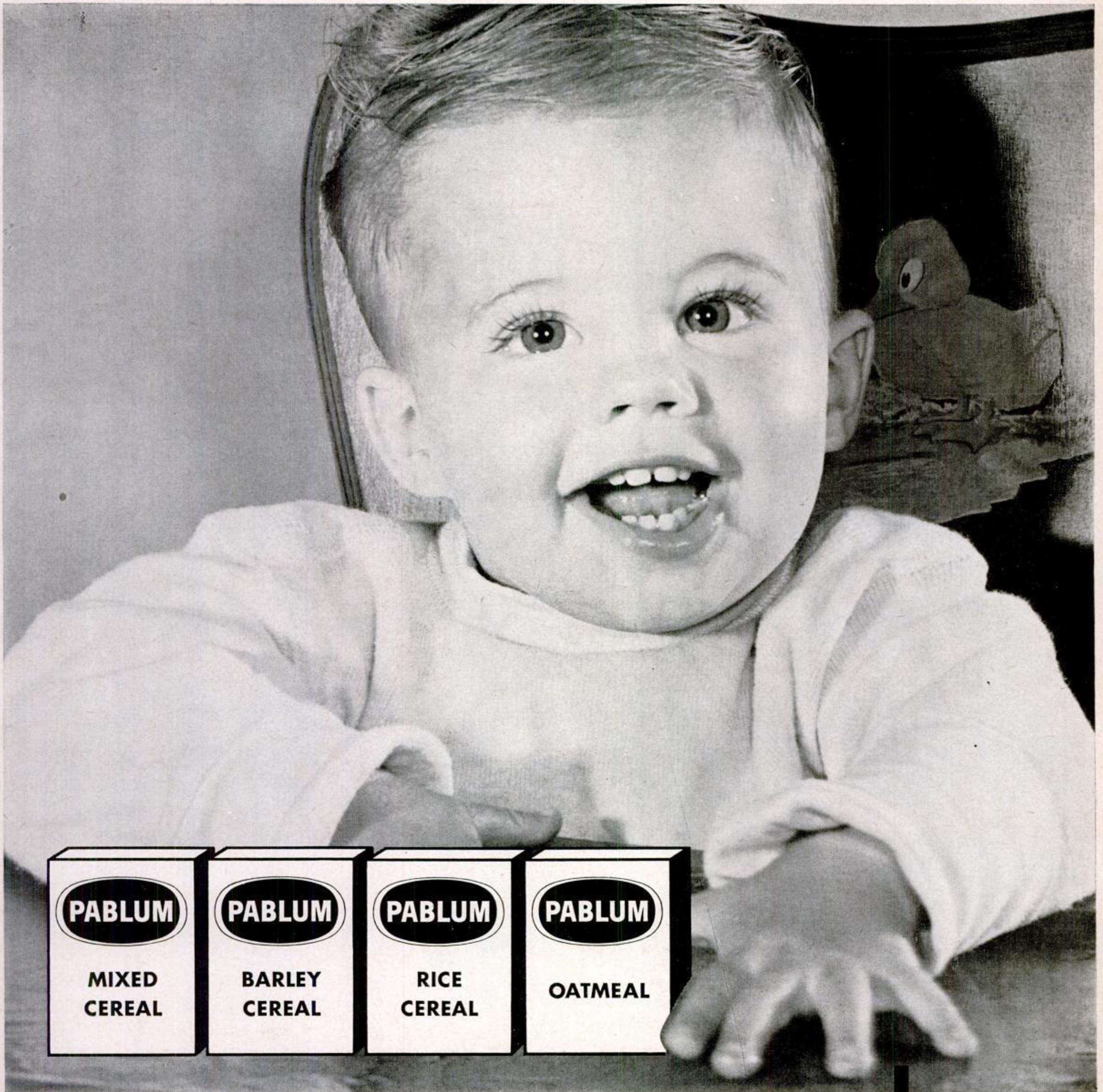
PHOTOGRAPHER'S TROUBLE CONTINUED



TRYING NEW STRATEGY after Photographer Sonine got away and later returned, Sycowsky reaches for hammer on the sidewalk to use as a weapon.



PROTECTING HIMSELF, Sycowsky raises arm after the photographer threatened to throw camera at him. Giving up, Sycowsky returned to hotel.



For a healthier, happier **appetite** treat baby to flavor **variety** with all four **Pablum** cereals

4 varieties at
your druggist's
or grocer's

**Boon to Mother
Safe for Baby!**

Exclusive "Handy-Pour" spout on the Pablum package prevents messy, wasteful spilling . . . keeps baby's cereal fresher and safer between feedings.



**Best to Start On
Best to Stay On!**

Four different-tasting Pablum® Cereals give baby the variety he craves, plus high nutritional values so important up through his second and third year.



**Time for Baby's Visit
To the Doctor's?**

Don't put it off! He is anxious to help you, even with your smallest problem. Remember, he is the expert when it comes to knowing what is best for your baby.



Pablum is the Original Pre-Cooked Cereal . . . made only by Mead Johnson & Company, world famous for nutritional products for infants and children.



You are about vital to 1 out of



to see something 3 smokers!

IN THE PICTURE ON the left, television cameras are moving in to shoot one of the most amazing demonstrations ever seen.

And to the 1 out of every 3 smokers medical reports say is unusually sensitive to nicotine and tars... it is a personally vital demonstration.

For it shows why KENT—and KENT alone—offers them the health protection they need. It proves that KENT's Micronite Filter removes far more nicotine and tars than any other filter cigarette.

In the two close-up pictures on this page, you see this proof just as millions of television viewers see it demonstrated by Jonathan Blake, host of the weekly program, "The Web."

Here's visual proof that KENT's Micronite Filter—made of a material that has been used to purify air in atomic energy plants—offers far greater health protection than ordinary filters made only of cotton, cellulose or crepe paper. Here's proof of the greatest health protection in cigarette history!

Should KENT be your cigarette?

If you think you're a sensitive smoker... if you're bothered by the usual signs of smoking



Two special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper. Into one glass, four puffs of smoke from the new KENT are drawn... into the other, four puffs of smoke from another well-known filter cigarette, selected at random.



Just a few minutes later—when the nicotine and tar particles have settled—the glasses are lifted. Look at the dark, ugly stain left by the irritants that come through the filter of the other cigarette. But notice there's hardly a trace from KENT's Micronite Filter!

sensitivity... by all means you should make KENT your smoke.

With your first KENT, you'll have the delightful experience of enjoying a cigarette without being bothered by harsh tars and nicotine.

After a carton, you'll find that KENT gives you the kind of satisfaction you've always expected from fine tobacco.

And—no matter how much you smoke—see if you don't feel a whole lot better, too.



Kent

with exclusive
MICRONITE filter

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Listerine Stops Bad Breath 4 Times Better Than Any Tooth Paste...



**4 TIMES BETTER
THAN REGULAR**
**4 TIMES BETTER
THAN AMMONIATED**
**4 TIMES BETTER
THAN CHLOROPHYLL**

No Tooth Paste—Regular, Ammoniated or Chlorophyll—Can Give You Listerine's Lasting Protection. In clinical tests, Listerine averaged four times better in stopping bad breath than the leading tooth pastes it was tested against! That's important for you to remember before you go any place where you might offend. Your own doctor or dentist will tell you that the *best* way to stop bad breath is to get at bacteria, the major cause of bad breath.

Listerine Antiseptic instantly kills bacteria—by millions. And that is why Listerine stops bad breath *instantly*!—and usually for hours on end. Listerine does for you what no tooth paste can do. No tooth paste is antiseptic. Chlorophyll doesn't kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath. So, remember—especially before any date—Listerine Antiseptic, *always!*

The most widely used antiseptic in the world

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Every week 2 different shows, Radio & Television
"THE ADVENTURES OF OZZIE & HARRIET"
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Colorless, specially soothing, specially medicated. Pocket-size. Buy a personalized * 'Chap Stick' for everyone in the house. Refuse all substitutes.



ALL HANDS THAT WORK need Chap-ans®
The hand cream made for men
Penetrating, extra soothing, antiseptic. Quick relief for chapped, cracked, work-sore hands.
In generous man-sized tube. At druggists.
CHAP STICK CO., LYNCHBURG, VA.

Own a cat? For better health, sleek coat, bright eyes, your cat needs the LIFE BALANCE in WHOLE FISH. Puss 'n Boots Cat Food is made from whole fish. At your dealer's in two sizes.

OVERSMOKING...

GIVE YOU HEARTBURN, ACID INDIGESTION? GET FAST RELIEF WITH

TUMS


FOR THE TUMMY
GUARANTEED TO CONTAIN NO SODA

MENDEL Luggage
THE PERFECT GIFT

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no half-clean clothes

The Maytag automatic's exclusive double-spin tubs never let dirty water strain back through clothes!

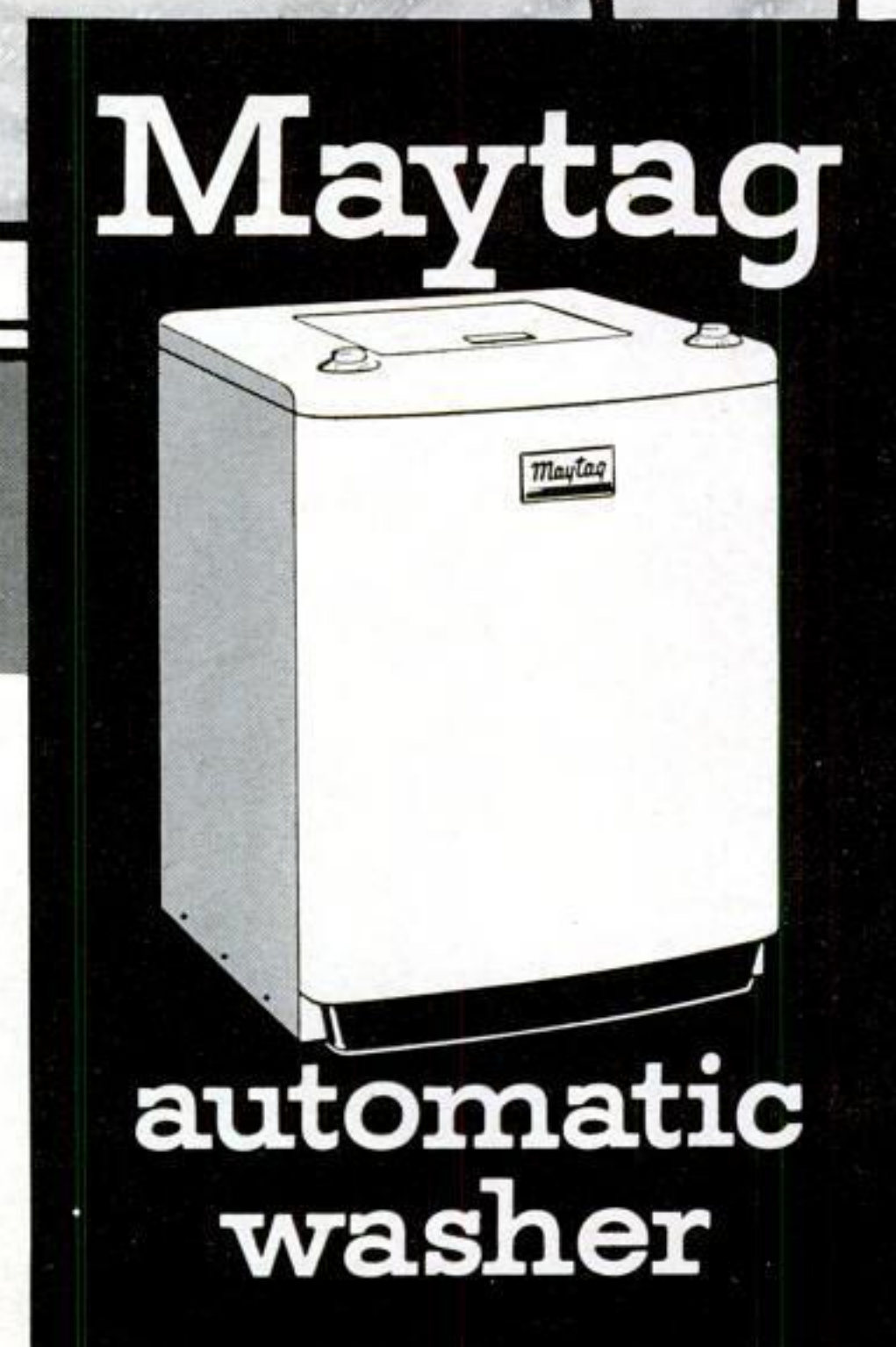


Two spinning tubs, one inside the other, never let dirty water strain back through clothes. That's why miracle fabrics, work clothes, cotton rugs, all wash safely, beautifully clean.

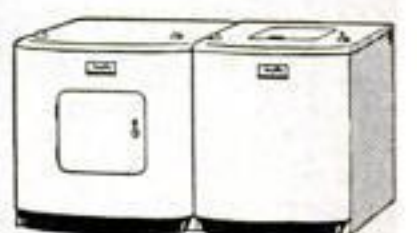
Maytag

uses less water, too!

Water-thrifty Maytag uses less water than other agitator-type automatics for full loads . . . as much as 46% less! No need to fuss with a suds-saving device. Fresh, clean water for every load means cleaner clothes. Only the Maytag automatic offers you all these features too: washes full family-size load, Gyrifoam washing action, positive water control to adjust to all water pressures, safety lid, flexible washing cycle, gentle spin-dry, needs no bolting down, built for extra years of service, costs less in the long run! Maytag—choice of three generations. THE MAYTAG COMPANY, makers of washers, dryers, ironers, ranges and freezers.



DRESS OF WASHABLE FABRIC
BY CLAIRE MCCARDELL



*See the new
Maytag Automatic
Dryer to match!*



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He has the hard-earned technical knowledge... experience... and expensive, latest equipment so necessary for the best in radio and TV service.

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LETTERS TO THE EDITORS

COOKING GAME BIRDS

Sirs:

The still lifes of the game birds by Thomas Yee ("Cooking Game Birds," LIFE, Oct. 26) were delightful. For years I have been looking for a true likeness of the beautiful pheasant, which my husband and I love to hunt. Here at last, a truly remarkable picture—three cheers for Mr. Yee!

MRS. GRACE BECKER

Defiance, Ohio

Sirs:

The pictures of dead birds are brutal and revolting. Have LIFE's editors lost the last shred of sensitive feeling or can there really be readers greedy and heartless enough to accept this sort of thing?

MARGARET BAILEY SPEER

Bryn Mawr, Pa.

Sirs:

I wish to thank you for your article on game birds. The photographs were beautiful, the recipes clear and very useful.

LEONARD NICHOLAS

New York, N.Y.

Sirs:

Although you point out that the mourning dove is a songbird in the North and fair game in the South, your mushroom recipe for it upsets me. The day of shooting songbirds anywhere should be over. How does a mourning dove differ from, say, a meadow lark, which I am sure you wouldn't go out and shoot?

CLAUDIA FALLERT

Hinsdale, Ill.

AUTO ERROR

Sirs:

Today is a very special day for me and in the future shall be designated as "The Day I Found the Mistake in LIFE." It is with great pleasure that I inform you of a grave error. The 1937 Plymouth pictured on page 188 ("LIFE Goes to a 75th Anniversary 'At Home,'" Oct. 26) is in reality a 1936 model.

This is just like Christmas!

RICHARD E. RILEY

Anderson, Ind.

Sirs:

In my 10 years as an avid reader of LIFE, it has always been my secret ambition to discover a "boo-boo" on the part of your faultless editors. I have realized my ambition. You say, "... Thomas Evans is assisted from his 1937 Plymouth car. ..." It's a 1936 model.

GREER B. HILL

Narberth, Pa.

• Dozens of LIFE's readers—but not LIFE's editors—noticed wheel spokes and the three strips of hood chrome which distinguish the 1936 Plymouth from the 1937.—ED.

ISRAEL RAID

Sirs:

It has been officially denied by the Israeli government that regular troops took part in the raids on the Jordan villages (LIFE on the Newsfronts of the World, Oct. 26). Does LIFE possess more accurate information or is this a case of jumping to conclusions before the facts are known?

SIDNEY B. ULLMAN

Paso Robles, Calif.

• The Mixed Armistice Commission, a U.N. organ composed of one Israeli, one Jordanian and a U.N. observer, by a two-to-one vote (Israel against) condemned Israeli Regular Forces for having carried out the raids. The commission considered witnesses' reports, weapons used and the fact that attack came through an area protected by the Israeli army.—ED.

DAM AND DICTATOR

Sirs:

... Your editorial, "The Dam and the Dictator" (LIFE, Oct. 26), makes it plain that the government of Perón is harboring Communists. If our Department of State is so much as suggesting we embrace Perón, where is Senator McCarthy? Why is he not hauling members of the State Department up before his committee and accusing them of softness toward Communists as he has in the past?

VERDER ELWELL

South Shaftsbury, Vt.

Sirs:

I was thrilled with the insight of your editorial and take exception to only one point. Closer relations with Argentina, if based on affection for the people, will not impair your relations with the other Latin American nations as you fear. You mustn't make the mistake of judging Argentina by Perón. As a Latin American I don't.

JOSÉ GUZMÁN-BALDIVIESO

Osage City, Kan.

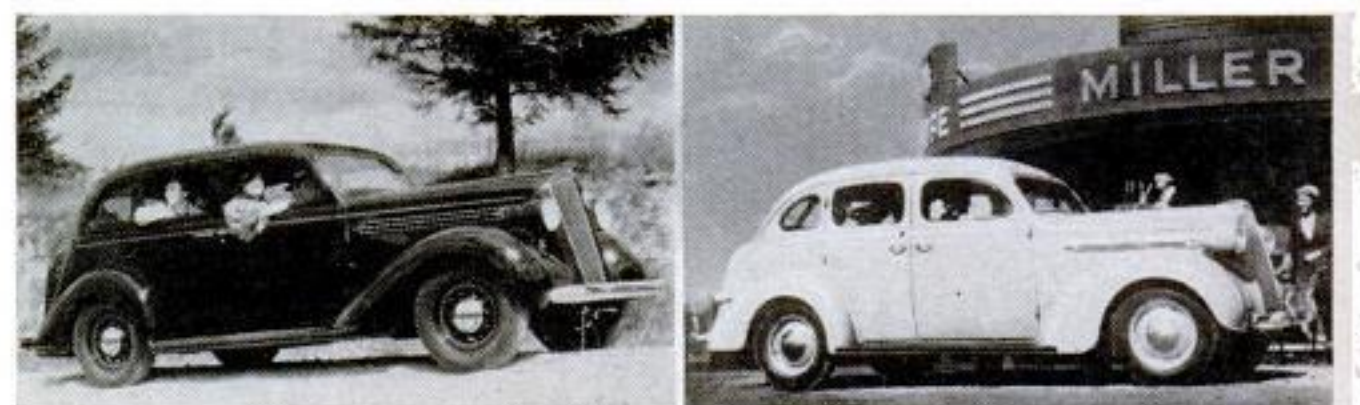
Sirs:

When will you recognize the fallacy of measuring other nations' happiness by the degree of freedom permitted their press?

I have lived both in Argentina and Costa Rica as a penniless immigrant. For politeness, consideration and hospitality give me Perón's Argentina any time! True, there are many people in jail in Argentina, but the vast majority of the population are better off than ever before.

In democratic Costa Rica, on the contrary, I passed through swamp farms where children grew up without tasting milk or bread, while rich coffee barons drove about in Cadillacs. As to the press, it was so free that on one occasion the president and his wife were repeatedly referred to as "that monkey family in government house."

CONTINUED ON PAGE 19



1936 PLYMOUTH (LEFT), 1937 (RIGHT)



A thrilling Christmas gift—this modern chest in blond oak with its clean lines, polished finish, automatic tray. Model #2966. Also in Seafoam mahogany, #2979. Lane Table, #241. Chest price, **\$59⁹⁵***

This Christmas—help make her dreams come true! Give her **A LANE CEDAR CHEST!**

SOMEHOW in my dreams these days, it's Christmas morning—and there's my beautiful new Lane Cedar Chest, the gift that says *I love you!*

"With my Lane as practical inspiration, I can begin making plans for the future. Magically it will gather other gifts . . . a treasure of luxurious blankets, lovely linens, delicate lingerie . . . all the things a

girl wants to have for her wedding day."

What's more, all of her precious belongings—suits, sweaters, fine woolens—stay so well protected in a Lane. It keeps them sweet-smelling and new—safe from moths and dust—as no other storage method can.

Just one garment saved from moths can pay for a Lane! See them today—at most leading furniture and department stores.

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of ¾-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane
Chests at...

\$49⁹⁵*
Easy terms

Also makers of
Lane Tables

©1953, The Lane Company, Inc.



LIVING ROOM

Unusual modern in blond oak; drawer in base. Model #2852. Seafoam mahogany, #2853; Cordovan mahogany, #2856. \$79.95.*



FOYER

Attractive modern in lustrous walnut. Self-lifting tray. Model #2874. Also in gray walnut, #2869. Each, \$59.95.*



BEDROOM

Streamlined modern in figured blond Sonora. Aroma-tight and pressure-tested. Self-lifting tray. Model #2700—\$69.95.*



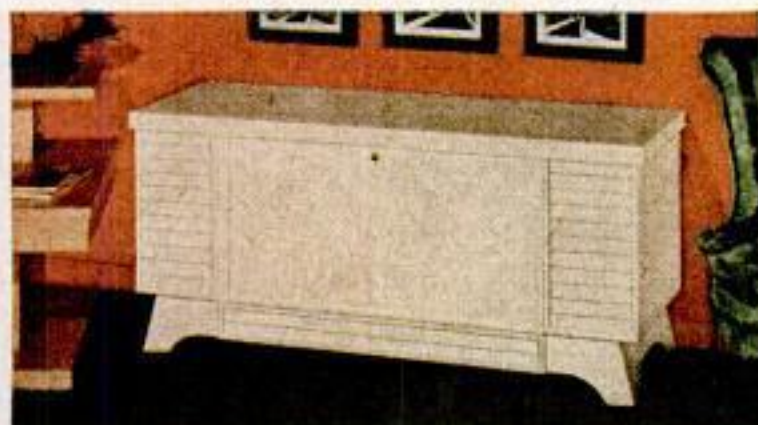
FOYER

Handsome 18th Century chest in rich mahogany with convenient self-lifting tray for small things. Model #2601—\$59.95.*



BEDROOM

Streamlined modern in matched American walnut with touches of Paldao wood. Self-lifting tray. Model #2971—\$49.95.*



LIVING ROOM

Arresting modern in Seafoam mahogany. Base drawer, tray. Model #2925. In walnut, model #2939. \$69.95.* Lane Table, #257.



LIVING ROOM

18th Century chest in glorious mahogany. Full-length drawer in base. Simulated drawers above. Model #2221—\$79.95.*



FOYER

Striking modern in blond oak with simple, charming lines. Self-lifting tray. Model #2968. Also in walnut, #2995. Each \$49.95.*



We washed this coat —so can you

IT'S EASY IF YOU USE RINSO AND FOLLOW THESE INSTRUCTIONS

Miracle fabrics such as ORLON® acrylic fiber deserve special treatment on washday. But they can all be *washed*—if you use Rinso. Here's how the Lever laboratories have found you can launder a washable coat of ORLON and get consistently good results by hand or by machine.

First, use a thick Rinso suds made with water that feels comfortably warm—not hot. Don't wash too long. We have found that three to four minutes in the washer is plenty with good, rich Rinso on the job.

One reason is that Rinso gives your coat the benefit of SOLIUM—the extraordinary sunshine ingredient that makes a white coat actually look whiter than new! When you consider its great advantages, it's hard to believe that you pay about 20% less for Rinso Soap than for detergents.

Next, after washing, rinse the coat well in warm water and hang it up, dripping wet, to dry. Be sure to use a hanger that won't stain. Shake the coat gently from time to time while drying.

If you follow these instructions carefully and use Rinso, your coat will look soft, fluffy and completely glamorous. There won't be a sign of shrinking or stretching out of shape. Best of all, little or no ironing will be needed. If you want to touch up seams and lining, use a *warm* iron.

Rinso with SOLIUM is guaranteed to do a better job on anything you wash or you get your money back plus postage. Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.

* DU PONT TRADE-MARK



ORLON takes to water like a duck, so don't worry about using your washer. Be sure to put in enough Rinso to produce at least a two-inch standing suds.



SAVE 20%. You usually pay about 20% less for Rinso soap than for detergents. Yet Rinso gets out *more* dirt! Good points to remember when shopping.

BEVERAGE SET with CARRIER
8 lovely 12-Oz. tumblers each in different gay color, nestled in a smart black wrought iron carrier. 7.49*

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For Holiday Living!

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COLORAMA
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Service for 8, for seafoods, fruits, desserts. Bases in assorted Colorama colors. Crystal glass inserts fit snugly into bases. 5.98*

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Set of 8 in exclusive Colorama styling! 8-oz. size for every drinking need. Packed in transparent acetate gift tube. 4.98*

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PHILLIPS' MILK OF MAGNESIA
For Gentle, Effective Relief
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with **Krispy, Crunchy**
Klix DOG CANDY
New, veterinarian-approved treat
for cats and kittens, too!

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SUPER-FAST-RELIEF! Quicker Removal
No waiting! Super-soft Dr. Scholl's Zino-pads relieve pain in a jiffy... remove corns one of the fastest ways known to Medical Science. Also in sizes for Callouses and Bunions.

Dr. Scholl's Zino-pads

LETTERS TO THE EDITORS

CONTINUED

When a South American dictator abridges the freedom of the press he does not do so without reason.

H. G. CLASSEN
Vancouver, B.C., Canada

LITTLE MODEL'S LOOK-ALIKES

Sirs:

The pictures of Carol Bancker in your article "Little Winners" (LIFE,



Oct. 26) resemble the enclosed of our own little winner—3½-year-old daughter Carol.

MR. AND MRS. MORTON HUMPHREY
Detroit, Mich.

Sirs:

I am enclosing a snapshot of my 5-year-old daughter Helene, who bears



an uncanny resemblance to your little fashion model.

FLORENCE GOTTLIEB
Far Rockaway, N.Y.

Sirs:

I am wondering if you too notice the strong resemblance of my little



namesake, Betty Jane Goodwin, to your model?

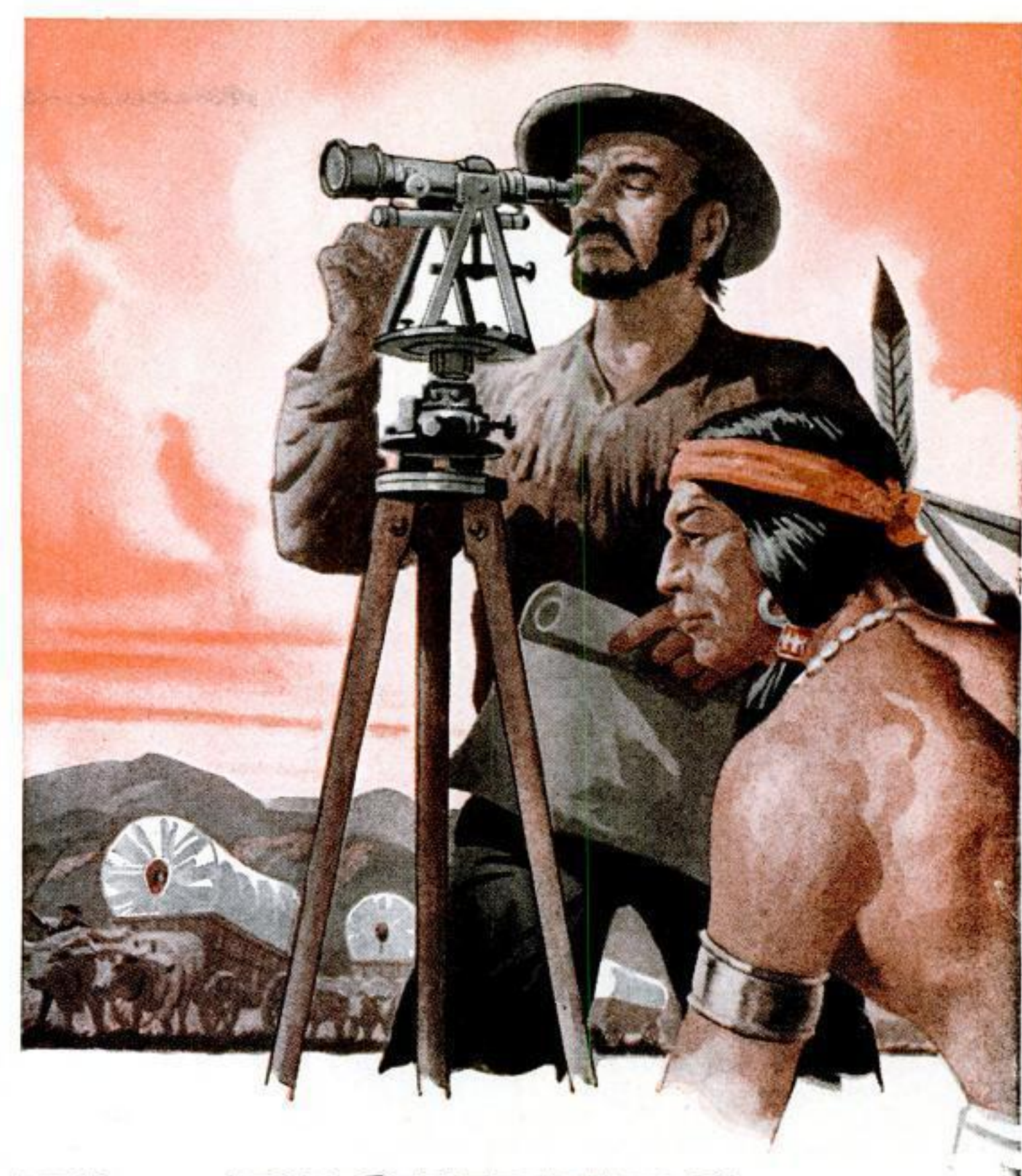
BETTY J. McCLOY
Pittsburgh, Pa.

FARMERS' FLIGHT

Sirs:

Cheers to the Administration and particularly to Secretary Benson for standing firm on the cattle price support issue ("... A President Who Is Worried," LIFE, Oct. 26). It is time somebody stopped the trend of our people to expect the government to "pay for" every weather disaster.

CONTINUED ON NEXT PAGE



The PIONEERS came forward...

We think of pioneers as those courageous people who despite danger and hardship fought their way through forest, across prairie and desert—ever expanding the frontiers of our nation.

However, in the cities there also were pioneers. They were men whose courage and vision helped expand our economic frontiers.

Among these were the foresighted businessmen who established an industry vitally important to the growth of our nation—INSURANCE!

This year seven American insurance companies, two of which belong to the America Fore Insurance Group, are celebrating their 100th anniversaries.

Their founders had foresight and courage.

They, too, were pioneers!

100 YEARS

1953 marks 100 years of proven insurance protection by two America Fore Companies, The Continental and the Fidelity-Phenix.

America Fore
INSURANCE GROUP

- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

No "ifs" about it. Uncle Ben's *has* to cook *fluffy!*

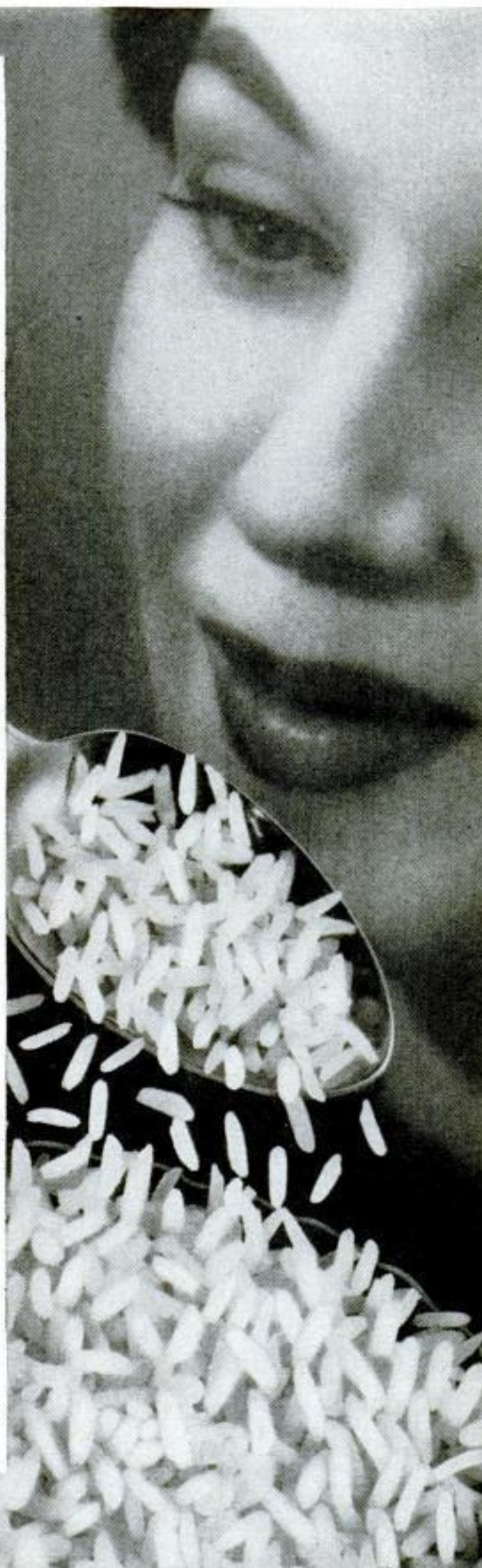
An
exclusive process
guarantees
you fluffy rice
every time!

You can't miss. Not when you start with Uncle Ben's—the rice made to cook fluffy every time. Never sticky. Never gummy. (Fluffiness is guaranteed or your money back.) In fact, Uncle Ben's cooks so fluffy you can prepare it days in advance of serving. Even as far ahead as a week.*

*Still fluffy after 10 days. From report of American Research and Testing Laboratories.

Nourishing!
Retains up to 80%
of the B-vitamins
and minerals of
whole rice!

Rice in its natural state is very nourishing. But white rice, milled the ordinary way, loses almost all of its B-vitamins and minerals along the way. Uncle Ben's exclusive and revolutionary process retains up to 80% of this valuable nourishment—seals it in the grain for keeps. It's the most nourishing white cooking rice you can buy. New recipes on every package.

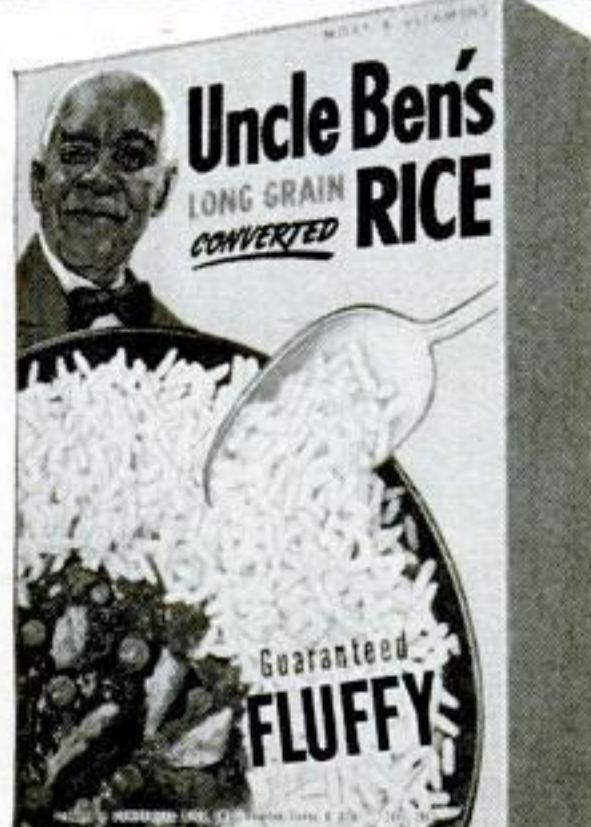


LONG GRAIN **CONVERTED**

"Uncle Ben's" and
"Converted" are
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Converted Rice,
Inc., Houston, Tex.

Uncle Ben's RICE

Tune in Garry Moore on TV for
Uncle Ben's Rice every Friday over CBS



LETTERS TO THE EDITORS

CONTINUED

I sympathize with the cattlemen and know the tragedy of the dust bowl, and would not want them to have no relief. It seems only reasonable that politicians should stop "playing footsy" for the farm vote and pay a little more attention to a larger segment of the population—namely the American householder.

HELEN L. MOUNT

Red Bank, N.J.

Sirs:

In 1951 we sold steer calves for 40¢ a pound. The market today is 18¢. With operating costs as high as ever and a cut of 50% or worse in cattle prices, cattlemen are faced with an immediate depression more severe than in 1933.

It's hell to go broke!

MRS. PHILIP WINKLEY

Philipsburg, Mont.

Sirs:

Your usual factual reporting left out the important fact that the Democratic victory over the Wisconsin Republican who based his campaign on support of the Administration came about while about half of the smug Republicans who voted last election sat home on their big fat laurels.

LIONEL S. FRANK

Fishkill, N.Y.

ELGIN MARBLES

Sirs:

In deepest gratitude may I thank you for adding to my LIFE treasures the Elgin Marbles ("Gods, Myths and Mortals," LIFE, Oct. 26).

MARTHA LU BERNET

Saratoga, Calif.

Sirs:

Considering how much we share in the profits of Lord Elgin's "celebrated rape," we are not in a position to make superior remarks. How many Americans have seen even pictures of the carvings that he did not take and that remain on the Parthenon? Even by the time Lord Elgin got there very few figures had faces. . . . At least the sculptures Lord Elgin took have not suffered since his time.

CECILY RAYSOR

Chicago, Ill.

Sirs:

. . . As far as the term "Elgin Marbles" is concerned I would call it a sacrilege because Lord Elgin's name

CONTINUED ON PAGE 23

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of
**HEADACHE
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get

**FAST
RELIEF**

WITH



The way
thousands
of physicians
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Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

CONSTIPATED?

NR

Nature's Remedy
gives gentle yet thorough
overnight relief! No griping! Not habit-forming! Proved dependable for over 60 years by millions. Try this all-vegetable laxative now. At your druggist's.

Nature's Remedy
NR TO-NIGHT TOMORROW
ALRIGHT

Skin Sufferers

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for D.D.D. PRESCRIPTION.

New Orleans' Famous
FRENCH MARKET COFFEE
WITH **CHICORY**

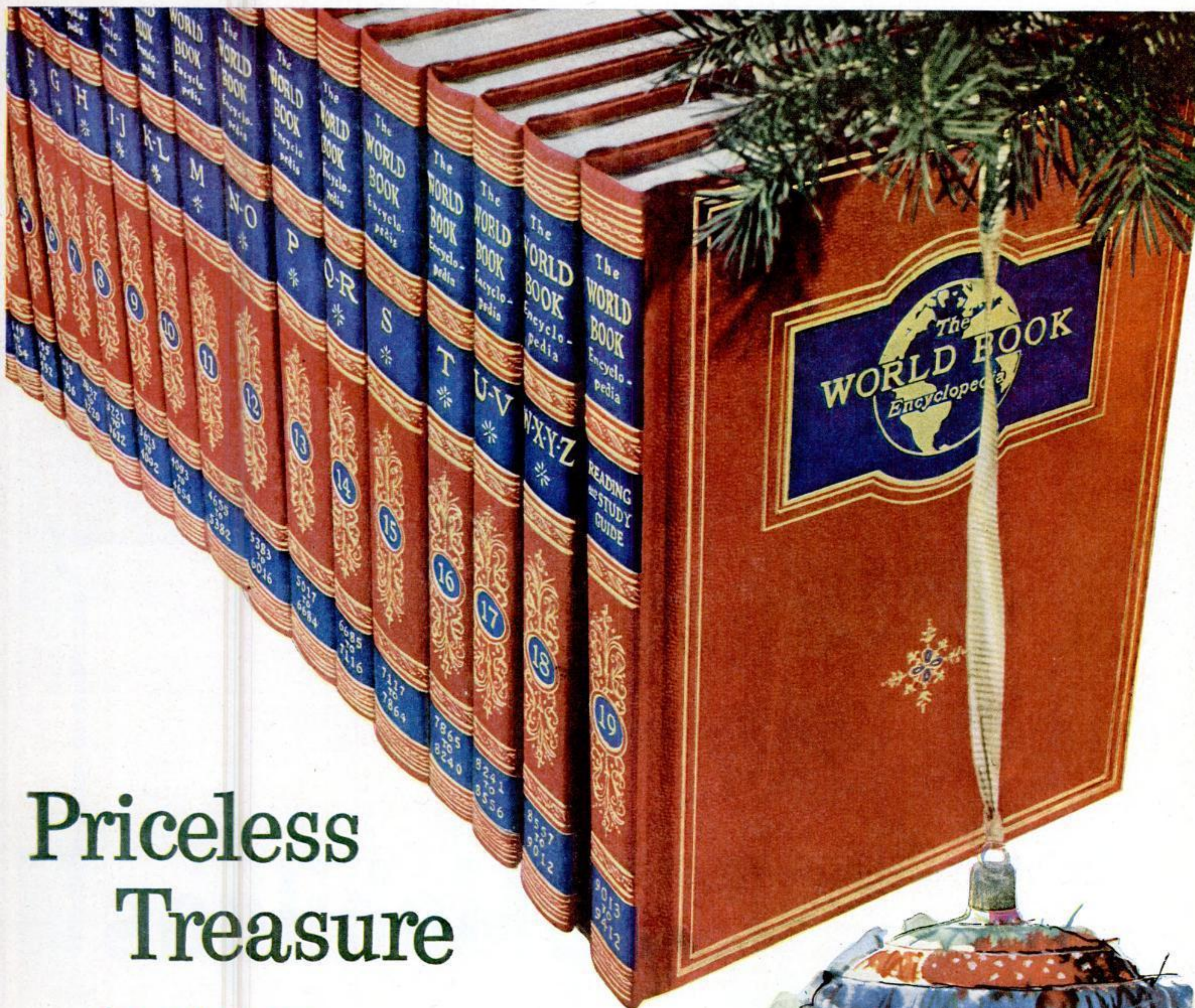


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accurate information, written so they can understand and enjoy. By making it fun to learn, World Book helps develop the habit of learning which lasts a lifetime!

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\$10 Down **\$129⁰⁰** \$10 a Month

Send for **FREE** Booklet!



Write today for your copy of valuable free booklet, "How to Help Your Child Win Success." Address: Mr. George M. Hayes, World Book, Box 3565, Dept. 14A, Chicago 54, Illinois.

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UNMATCHED ON-THE-ROAD RESULTS!

No other brand of gasoline has yet equalled this balanced power and mileage record!

22.3

MILES PER GALLON AVERAGE



Mobilgas

SOCONY-VACUUM

In the 1953 Mobilgas Economy Run 25 new U.S. stock cars, using Mobilgas or Mobilgas Special, averaged an amazing 22.3 miles per gallon over a punishing 1206-mile route.

That proves again — it takes perfect balance of high volatility, high power and high mileage ingredients to deliver top Mobilgas economy and performance! Fill up at your Mobilgas dealer today!

GET HIGH QUALITY
**ECONOMY
GASOLINE**



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates; MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



If his birthday
is between
Nov. 22 and Dec. 22

He's born under Sagittarius, sign of nobility. Frank, fearless and sincere, he'd sincerely appreciate this 21-jewel Lord Elgin Stratford with expansion band, 18K gold dial markers. Plus Elgin's guaranteed DuraPower Mainspring. \$89.50

Fed. Tax Incl.



He'd like a
Lord Elgin
STRATFORD \$89.50



FOR THE HOLIDAYS
HAVE YOUR
RUGS CLEANED

NATIONAL INSTITUTE OF RUG CLEANING, INC.



Chapped lips?
Here's quick relief

Mentholatum Medicated Stick contains lanolin, menthol—other soothing, helpful ingredients. Fits pocket or purse.



Now in new plastic case

**A NEW
TASTE
THRILL!**



Made with luscious tender oysters, creamery butter and fresh milk.
so good for you!
Hilton Seafoods Company, Seattle 1, Washington

LETTERS TO THE EDITORS

CONTINUED

does not deserve such prominence. Neither Lord Elgin nor any of his countrymen was ever able to build such miracles. He knew only how to steal and rob.

VASSILIOS E. HALOULAKOS
San Antonio, Texas

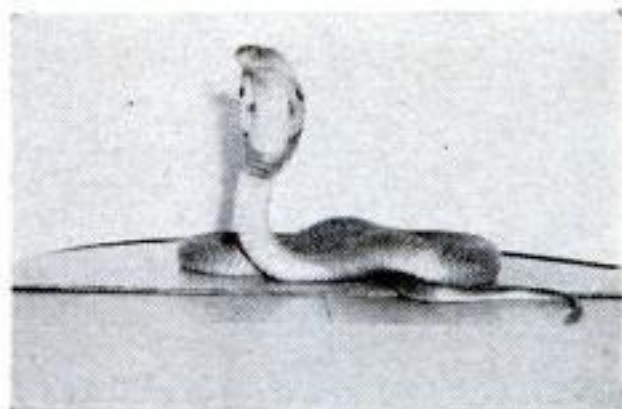
OZARK COBRA HUNT

Sirs:

"The Big Ozark Cobra Hunt" (LIFE, Sept. 28) goes on. Here you have an in-captivity view of the 12th escaped cobra mysteriously found here in the last two and a half months. I caught him a couple of doors from my house and stood with one foot on his neck for five minutes until the police came and relieved me. With a little teasing "No. 12" instantly snapped into a striking position for this picture. He's now behind screen in Springfield Zoo.

DAVID H. KELLEY

Springfield, Mo.



CAPTURED COBRA

ROPING A JAGUAR

Sirs:

I was very much interested in the story "The Death of 'Assassino,'" by Sasha Siemel (LIFE, Oct. 26), because my friend the late Colonel Francis T. Colby of Hamilton, Mass. had hunted with Siemel and often told me of his feats with the spear. Enclosed is a picture taken on their hunt together, showing Sasha Siemel tying up a live jaguar.

THOMAS F. MOSELEY
Hamilton, Mass.



CAPTURED JAGUAR

WHERE'S THAT TURPENTINE?

Sirs:

The Brotherhood of Painters, Decorators and Paperhangers, Local No. 260 has no one but itself to blame that homeowners are doing their own painting and papering ("Where's That Turpentine?" LIFE, Oct. 26). Millions of white collarites and fixed incomers have found it impossible to pay for \$150-a-week union painters out of their modest salaries. "Do it yourself" is the only practicable means of obtaining the decent and adequate housing which they need and are entitled to. . . .

BRADLEY H. PATTERSON SR.
Washington, D.C.

Sirs:

I was shocked to find such a narrow-minded and disgruntled editorial in my favorite magazine. There is nothing in the local's letter against making

CONTINUED ON NEXT PAGE

9 out of 10 dog experts feed a dry-type food like **FRISKIES!**



Friskies is a perfect ration, not only for Cocker Spaniels, but for all breeds and sizes.

**Give your dog the benefits
of the famous food with a
21-year record of success!**

COMPLETE NOURISHMENT! Friskies is *all* your dog needs! It is a scientifically balanced formula—a true-type meal containing every food element dogs are known to need for complete nourishment!

VARIETY AT EVERY MEAL . . . with 19 individual ingredients, chief of which is meat meal and bone meal. Dogs love Friskies' "meaty" smell and taste!

SAVE ON "EXTRAS"! 2 lbs. of Friskies contain as much *protein* as 3 lbs. of beef or 6 qts. of milk, as much *iron* as 3 lbs. of liver, as much *minerals* as 3 doz. eggs.

TESTED AND PROVEN for 21 years . . . with dogs of all sizes and types at the Friskies Research Kennels on the famous Carnation Milk Farm.

COSTS HALF AS MUCH TO FEED . . . as canned dog food! 2 lbs. of Friskies Meal contain as much moisture-free food as 6 cans of the average dog food. Treat your dog to Friskies!



FRISKIES CUBES are the same famous formula as Friskies Meal in crunchy, bite-sized morsels that exercise your dog's teeth and gums. Feed as is! Nothing to add—not even water! Like Friskies Meal, Friskies Cubes are a *complete* food. Serve both for variety!

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MEAL AND CUBES IN
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**A frisky dog is a healthy dog
...keep your dog frisky with**

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CHLOROPHYLLIN—CONTROLS DOG ODORS

NOW... real, ground coffee
brewed right in your cup!

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USED LIKE
TEA BAGS

Quickly, conveniently, you can now brew *real* ground coffee (not a concentrate — not an "instant") right in your cup with Steepolator Coffee Bags.

Every expert knows that *only* freshly ground coffee produces the appetizing aroma, true flavor, and rich, full body of delicious pot-brewed coffee. And that's what you get with coffee made in a cup the Steepolator bag way — genuine pot-brewed body, flavor and aroma.



For Wonderful Real Coffee
... Here's All You Do!

1. Drop a Steepolator bag into your cup.
2. Add boiling water, stir gently and steep to taste — 3 to 5 minutes.

STEEPOLATOR ADVANTAGES!

True Coffee Economy — No coffee waste
Greater Brewing Convenience — No loose, messy grounds, no pots to wash, no coffee measuring.

Consistently Good Coffee — A precise amount of ground coffee (*Approximately one Standard Measure in every bag) brewed the professional coffee tasters' way — in the cup.

*Trademarked Steepolator bags are the only one-cup coffee bags that contain the amount of ground coffee specified by the Coffee Brewing Institute for a full strength, six ounce cup.

The name Steepolator assures quality and must appear under the brand name on jar labels and in the advertising of companies packaging their coffee in these bags.



Vacuum Packed. 20 Individual Bags. Steepolator bags are sold only under recognized coffee brand names including Aborn, Araban, Boscul, Breakfast Cheer, Clover Farm, Gristede's, Golden Sun, I. G. A., Mello-Rich, Mother Parker's, S. S. Pierce, Red & White, St. Nicholas, Superba, Wilkins and over 100 others.

If your favorite brand of coffee is not available in these bags, ask your grocer to get it for you.

MODERN COFFEES INC.
130 NEWBURY ST., BOSTON 16, MASSACHUSETTS



LETTERS TO THE EDITORS

CONTINUED

painting, paperhanging or decorating easy. All painters are in favor of anything that will ease the labor of our profession and still allow a quality finish. But we contend that quality is added to any paint job by the skill of the workman who knows how to use the manufacturer's product to the greatest advantage. People hire professionals because they are looking for the kind of quality they can afford. We have no quarrel with anyone who does his own painting if he cannot afford a professional.

JOHN E. LEWIS

Local No. 79
Denver, Colo.

Sirs:

I have to repaint one bathroom and wallpaper another room, but nobody wants to do it. I called up 20 painters and the answer was the same: "We don't bother with such small orders."

So I am going to do the job myself. Where's that turpentine?

MRS. MARK LULINSKY

New York, N.Y.

TROUBLED TRIESTE

Sirs:

The caption under the photograph showing some Belgrade students at a mock funeral ("The Troublesome Territory of Trieste ...") LIFE, Oct. 26) charges that the word on the coffin, "poverenje," meaning "trust," refers to the American troops who are stationed in Trieste. While it is true that the capitalized expression TRUST stands for Trieste United States Troops, *poverenje* had no such implication here. What actually was implied was that Yugoslav trust in the West had been gravely shaken by the Oct. 8 decision to turn over Zone A to Italy.

MLADEN SOIC
Deputy Director

Yugoslav Information Center
New York, N.Y.

ITALO-AMERICANS CONTINUED

Sirs:

I pity Reader Lon Flemson for his jaundiced view that Italo-Americans are abusing their welcome with conquest by birth rate and immigration (Letters to the Editors, LIFE, Oct. 26). To read his prejudiced commentary is to wonder whether, after all, it is not the Mr. Flemsons of America who have abused their welcome.

PATRICIA MARLOWE

Ithaca, N.Y.

Sirs:

... Long before the Pilgrims came not only did Columbus discover America, but Giovanni da Verrazano discovered and explored an area of which New England became a part.

MARION E. FOLEY

New York, N.Y.

Sirs:

At first, I was going to ignore his cheap and ignorant remarks, but then decided he should be told a thing or two. Many of the families that Mr. Flemson has accused of abusing their welcome came to this land of ours and gave their sons and daughters in times of war without a squawk—the sons they raised to "conquer us by immigration and birth rate."

J. F. GIULLO

East Boston, Mass.



Sheer luxury with a
"COZY" feel

WILLIAM TELL

washable wool-blend
flannel shirt by

McGREGGOR

MADE IN U.S.A.

Next to your skin, nothing feels so luxurious as McGreggor's "cozy" shirt, the William Tell. Custom-like in its tailoring, this soft wool-blend flannel is completely washable. In 20 solid colors \$10.95... In patterns \$11.95. Also available in boys' sizes at better stores everywhere—or write McGreggor Sportswear, David D. Doniger & Co., Inc., 303 Fifth Avenue, New York 16, New York.



Throw Away that
Shoe Brush, Mother!
use **HOLLYWOOD**
sani-brown
... shines instantly



AN IDEAL DOLL WITH A PURPOSE

HARRIET HUBBARD *Ayer* IDEAL'S DOLL OF BEAUTY



FUN to learn Beauty Care \$11.98

with Ideal's exclusive "Magic Flesh"—
specially made for doll make-up. Has
her own 8 pc. Ayer cosmetic kit, vanity
table, instructions. Washable, curable
Saran hair. At all better doll depts. \$13.98 \$16.98 \$19.95

IT'S A WONDERFUL TOY... IT'S IDEAL



“Won’t *YOU* come in?”



Chrysler Corporation invites you . . .



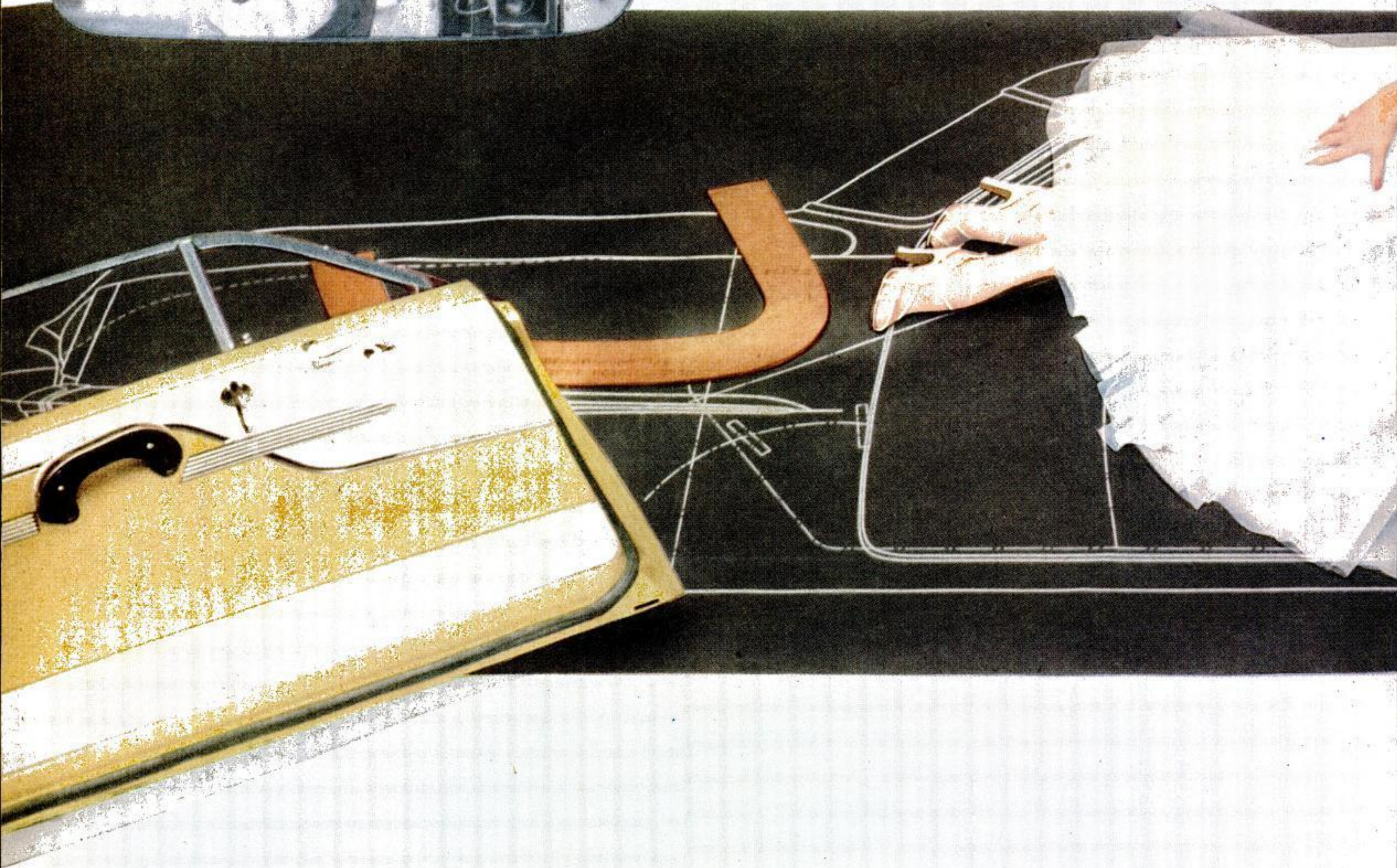
1954 PLYMOUTH BELVEDERE SPORT COUPE

For 1954's biggest and most important news . . . *Beauty on the Move* . . . please turn the page.

Won't you come in?...and see why people on the **inside**

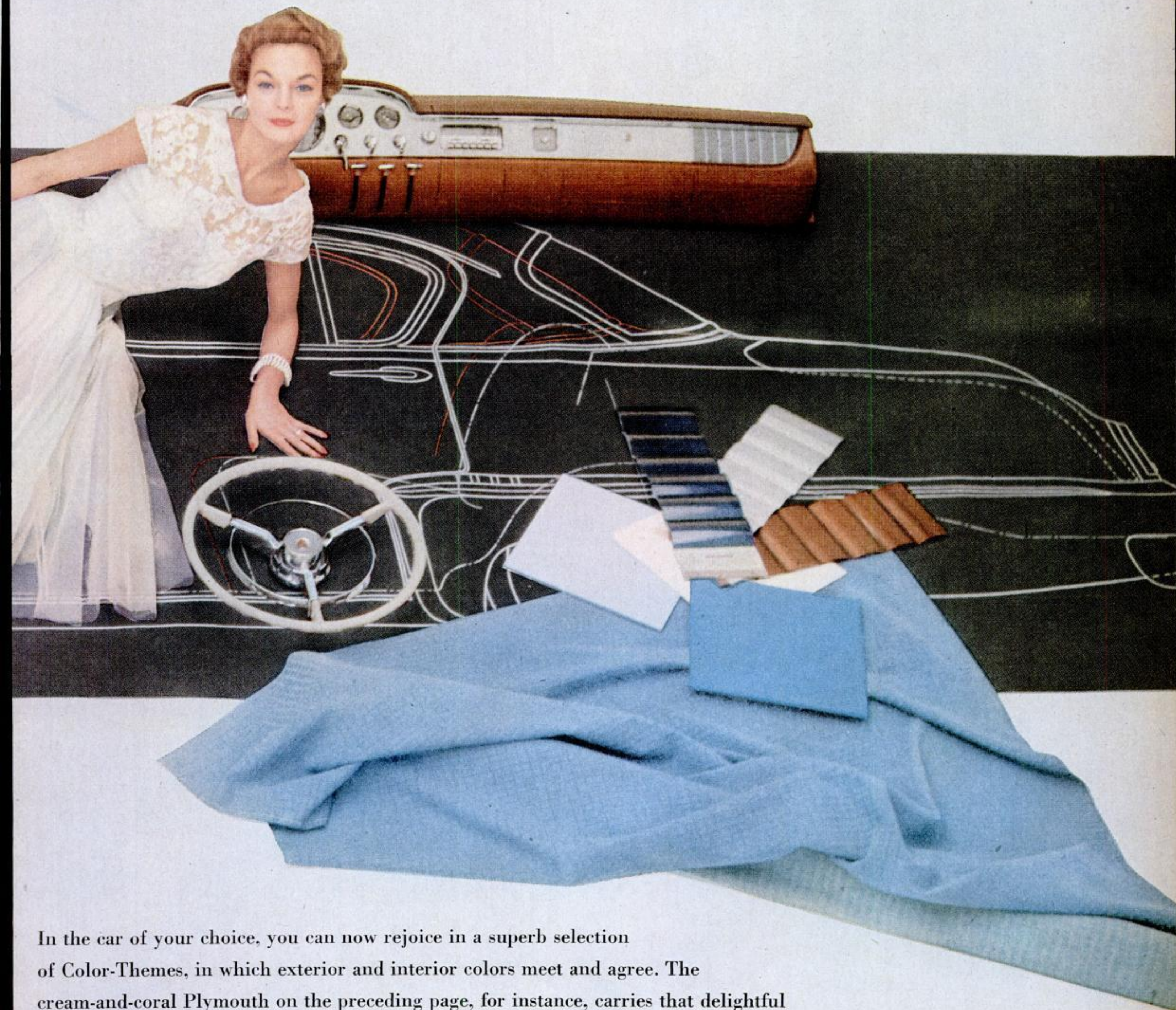


Photographs by John Rawlings



Chrysler Corporation's new 1954 cars combine mastery of engineering with a spectacular new approach to decor and design. Step into a Plymouth, Dodge, DeSoto, Chrysler or Imperial for 1954 . . . and see for yourself. The color and glamour above summarize the flair and fashion swept through each car from exterior to interior . . . the beauty carried all the way from the glistening whole down to the last door handle, where chromium is modeled like sterling silver.

know that these are the cars of the year

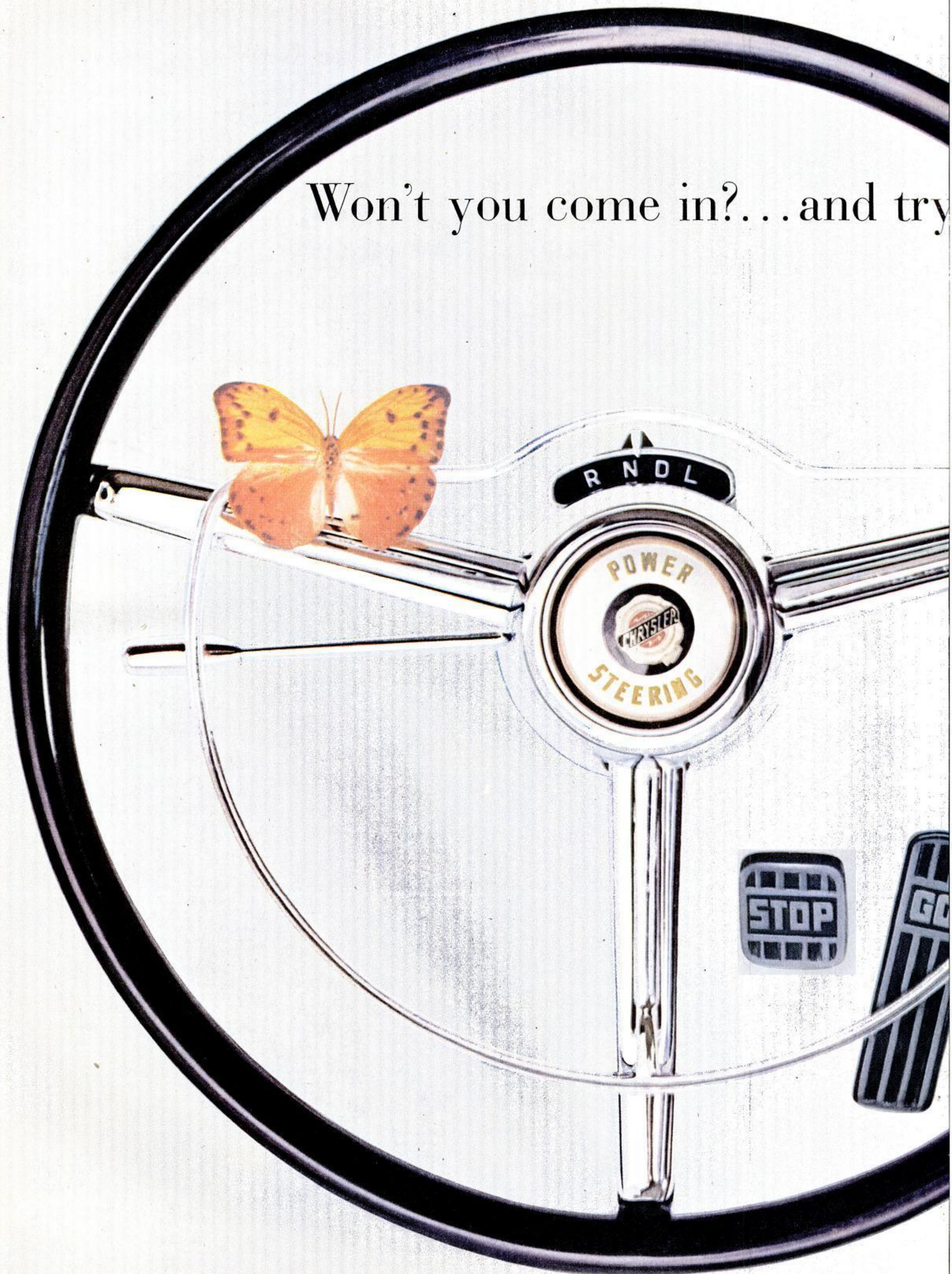


In the car of your choice, you can now rejoice in a superb selection of Color-Themes, in which exterior and interior colors meet and agree. The cream-and-coral Plymouth on the preceding page, for instance, carries that delightful pair of colors inside—even the rug and ceiling liner are warm, rich coral. Which gives you just a taste of what you'll find in Chrysler Corporation car styling for 1954.

Beauty on the Move . . . please turn the page.

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Won't you come in?...and try



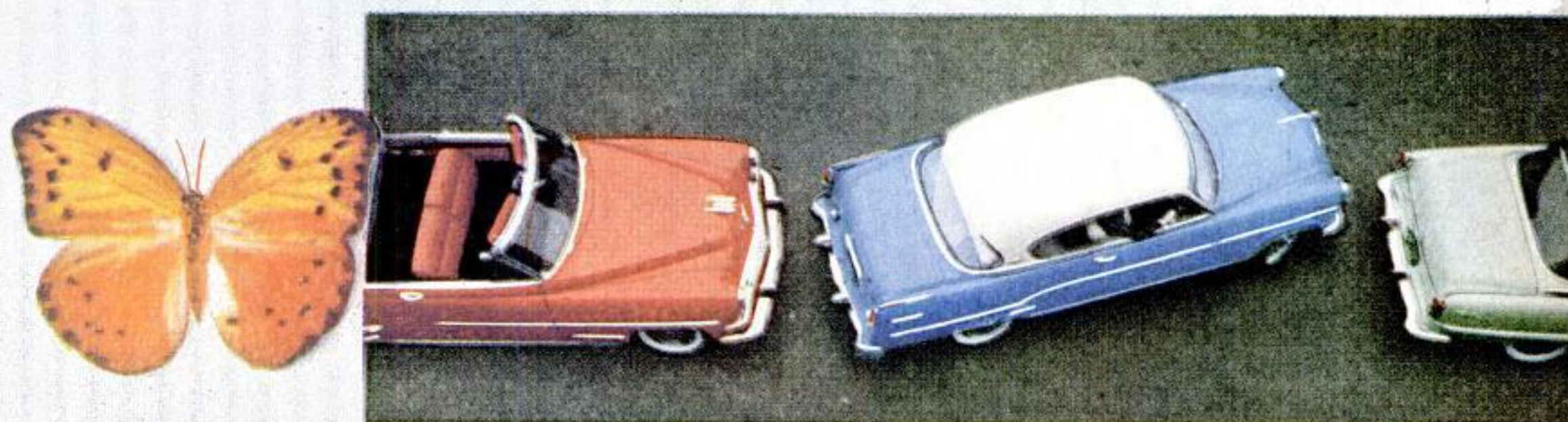
new PowerFlite

...the easiest and best
no-clutch driving of all

Now, let's go deeper inside these dazzling new cars.

For '54, PowerFlite gives you a new automatic transmission that sweeps dramatically ahead of the field. PowerFlite feels exactly as it sounds.

It has a silken, silent strength and an uninterrupted surge of power . . . excels in magnificent efficiency, lighter weight for you to transport, sensitive and supple response. This new kind of no-clutch driving is available in Dodge, DeSoto, Chrysler and Imperial. And on the Plymouth is a special Hy-Drive automatic transmission.



...and full-time Power Steering clear through the line.

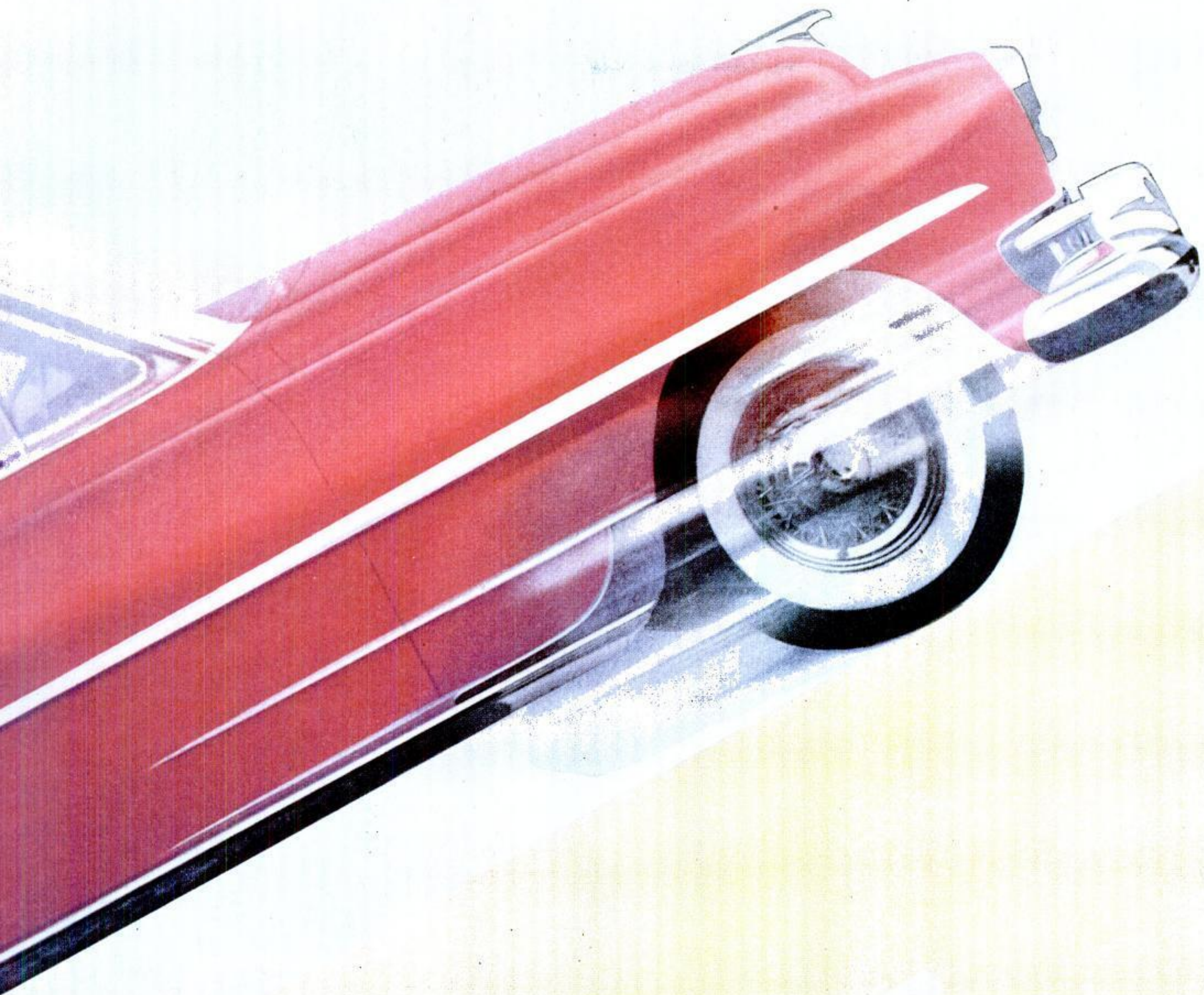
To guide this new easy power, there is full-time power steering that—like all other great Chrysler Corporation features—is unique and alone in the automotive world. It is not here this minute and gone the next, but provides the same steady and constant help all the while. It gives you butterfly lightness coupled with solid feel of the road . . . is fully operative from the moment you turn the ignition key. Power steering is available to you in every line of the new Chrysler Corporation '54's.

Beauty on the Move . . . please turn the page.

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Won't you come in?...and feel
the power and perfection of great new
engines





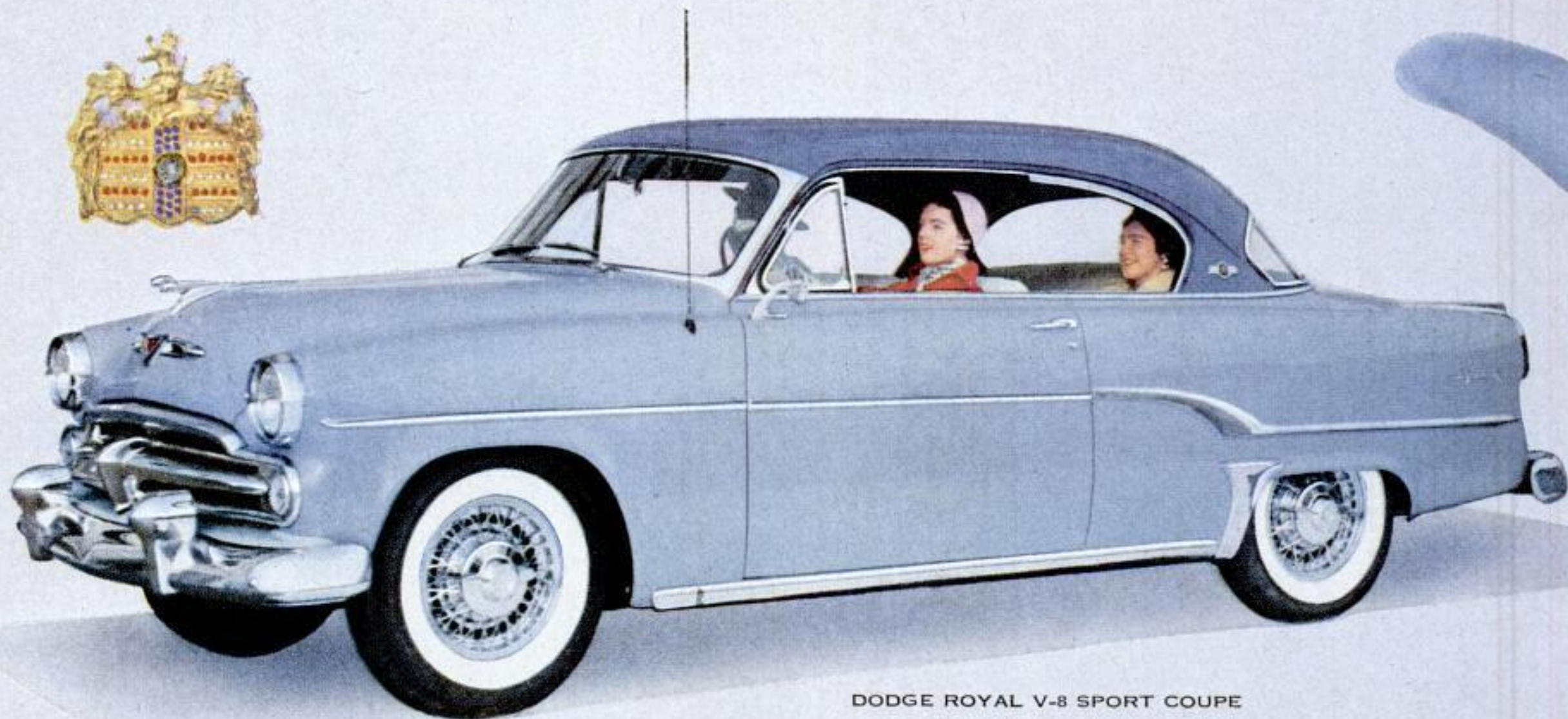
Here, we come to the heart of the matter—the engines that power this drama and dazzle. Chrysler Corporation's hemispherical combustion chamber engines are the first major change in engine design in 25 years. They are of the type used in airplanes, are available in the Dodge, DeSoto, Chrysler, and Imperial, and have a sweeping, matchless power. The Imperial and Chrysler New Yorker Deluxe, for instance, offer you 235 horsepower. This well-spring of power in Chrysler Corporation cars means an engine serenely purring while you're scaling a mountain road . . . an engine that stays fresh and young at maximum use.

In perfect balance with engine power, there is superbly efficient power braking. This is an example of the style and polish in engineering which is the special quality of Chrysler Corporation cars—and which sets them aside from all others.

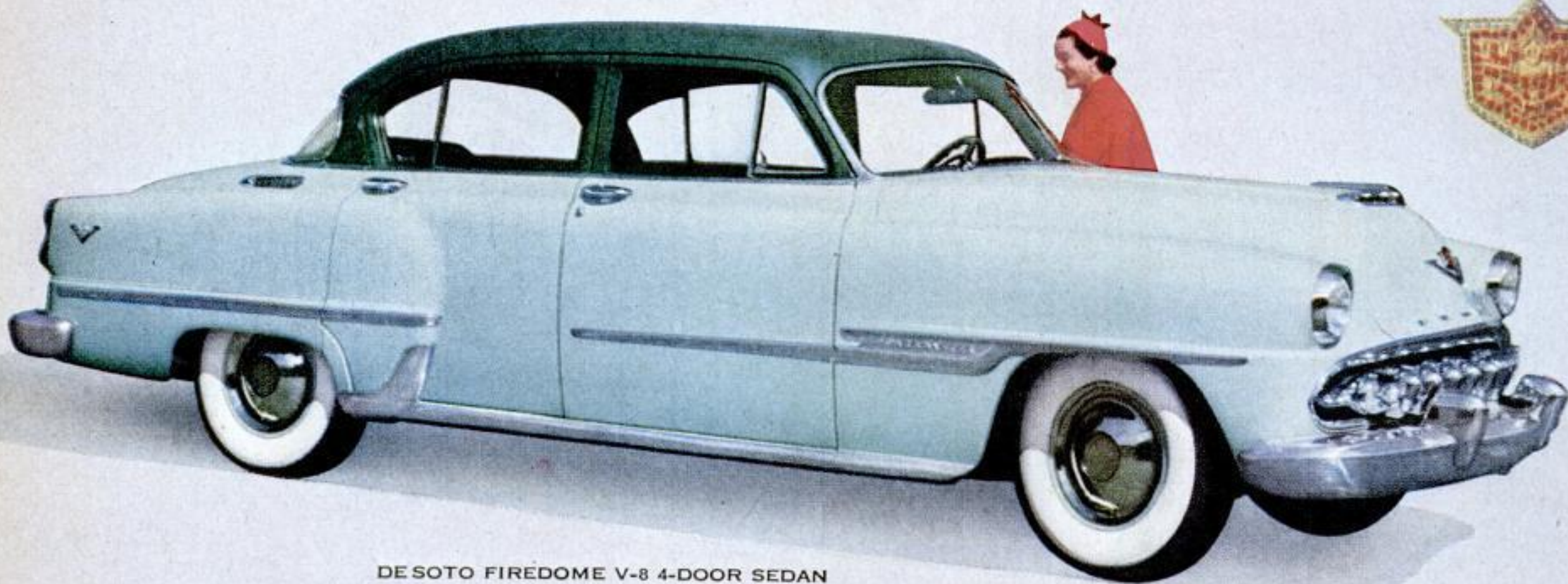
Won't you come in? .



PLYMOUTH BELVEDERE SPORT COUPE



DODGE ROYAL V-8 SPORT COUPE



DESOTO FIREDOME V-8 4-DOOR SEDAN

. into the **1954**

Plymouth, Dodge, De Soto,
Chrysler and Imperial



CHRYSLER NEW YORKER DELUXE CONVERTIBLE



CUSTOM IMPERIAL TOWN LIMOUSINE

Here is the grand total of new interior-exterior

Color Theming . . . of tailored and exciting good looks . . . of engineering so creative and daring it leads the field by far. Whichever model you select will make you genuinely proud of your choice as only a Chrysler Corporation car can do.

Whichever one you choose will delight you daily with its smart perfection of color and texture.

Whichever car you choose, in any price bracket, will give you more for your money—more style, more operating ease and economy, more headline news in modern engineering—

than any other cars available today. *Won't you come in? . . . your Plymouth, Dodge,*

DeSoto, Chrysler and Imperial dealers invite you . . . and see these cars whose uncommon precision and beauty is the true measure of motorcars today.

Beauty on the Move . . . CHRYSLER CORPORATION



He helped to build our conscience

HENRY BERGH was the last man you'd have expected to get himself involved in other people's troubles.

He was rich, handsome and well-born, given to silk hats and fancy vests, a sophisticate and a dabbler in the arts. He was the sort of man you'd expect to find looking a little bored in a box at the opera, or lolling on the deck of a steamer bound for Monte Carlo. And, to tell the truth, those were the places you'd have found him for more than half his life.

Then, at the age of 53, something happened to Henry Bergh. He discovered cruelty. Like most people of his time, he had always been aware that teamsters sometimes beat their horses, that people sometimes kicked stray dogs, that cattle in slaughterhouses were treated with needless brutality. He had known all this, and, like most people, had thought no more about it. Suddenly, he could think of nothing else. To defend all creatures who couldn't hit back became the most important thing in his life.

So Henry Bergh, in his top hat and loud vest, began to roam the streets of New York, looking for cruelty. He became the protector of the tired horse, the homeless mutt, and the steer marked for

slaughter. He had no law to help him, no authority, no allies. Many people called him a meddler, and most considered him a bit of a crank. Wasn't it a little ridiculous, they thought, for a grown man to get that excited about a mere animal?

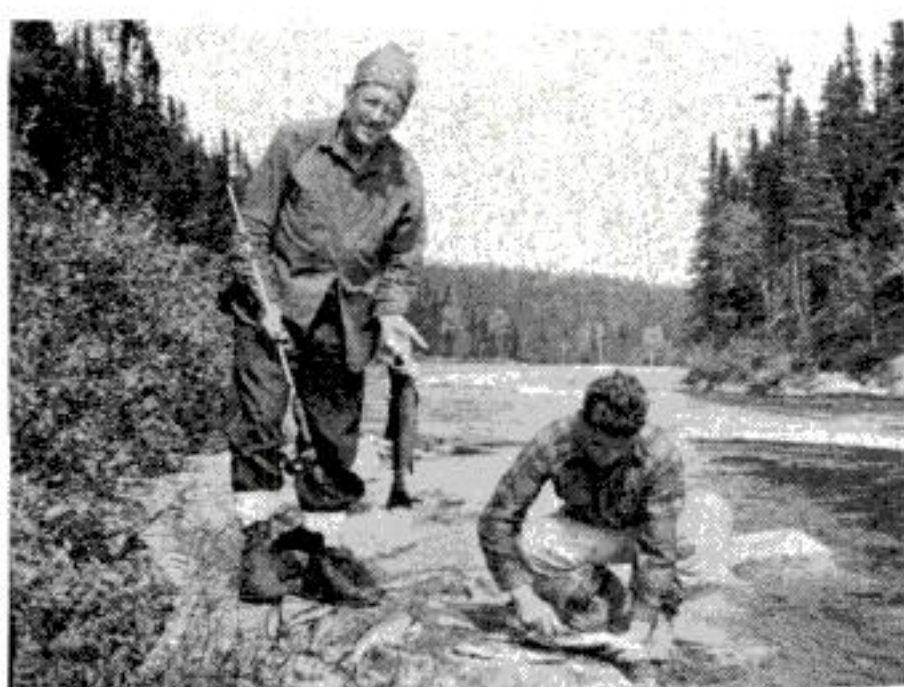
Henry Bergh thought not, and finally it was we who changed our minds. Today there are hundreds of societies doing the work he started, and nobody thinks they are ridiculous; nobody believes that kindness is unworthy of grown men. For we have come to understand that what Henry Bergh did for animals was not nearly so important as what he did for us. It was not only the beaten dog he saved, but the beater.

In a democracy, which is simply an agreement among people to be decent with each other, the conscience of a man is as important as any law. Henry Bergh, who dressed like a dandy and acted like a crank, was one of the builders of the American conscience—one of the men who helped us remember to try to be as good as we know how.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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FACTS ARE HARD TO COLLECT WHILE BEING CHASED OR KEEPING UP WITH AN IRON MAN (SEE BELOW)

GETTING CAUGHT WITH OUR JETSAM FLOTSAMED

Despite painstaking efforts to prevent them altogether errors do creep into LIFE, and one of the purposes of our Letters department is to correct them. This week we ruefully share the delight of readers (p. 16) who have been laying for us. "In my ten years . . . my ambition," said one, and still another found it ". . . just like Christmas!" It seems we had mistaken a 1936 car for a 1937 model.

Our errors aren't as rare as these letters indicate. For instance in 1946, 790 readers caught us calling a modern Browning-type shotgun an "ancient musket." We thought President Eisenhower's brother Earl was his brother Milton, brought Nathan Bedford Forrest from his grave to the bedside of U.S. Grant, gave Teddy Roosevelt the "R" in "T.R." as a middle initial, accused nonshedding poodles of dropping hairs and called jetsam flotsam.

Of course the accurate facts are sometimes hard to come by. Photographer Sonine (*above left*) obviously was somewhat rushed while being chased by the subject of the Speaking of Pictures on pages 8, 9 and 10. And even so durable a photographer as Wallace Kirkland (with fish,

above) found most of his time was consumed just keeping up with Rock Robertson, the "Strong Man of the North" (pp. 171-178). After it comes into the office, however, every story in LIFE is literally checked word by word—for spelling, usage and accuracy in context. When possible we check statements by referring to the original sources; at other times we check facts with our correspondents in the field or with our reference library, which has files on 250,000 people and 15,000 major subjects. Sometimes after a story has closed our printers will spot a mistake, and occasionally page plates containing errors are destroyed and new ones put on the presses.

If after all precautionary methods have failed errors are printed, a reader sometimes gives us a laugh which lessens the pain. Last year one of the 600 who caught us confused about the sex of cattle wrote:

I never saw a purple cow,
I never hope to see one.
But if I'm not mistaken now,
That steer could have a wee one.

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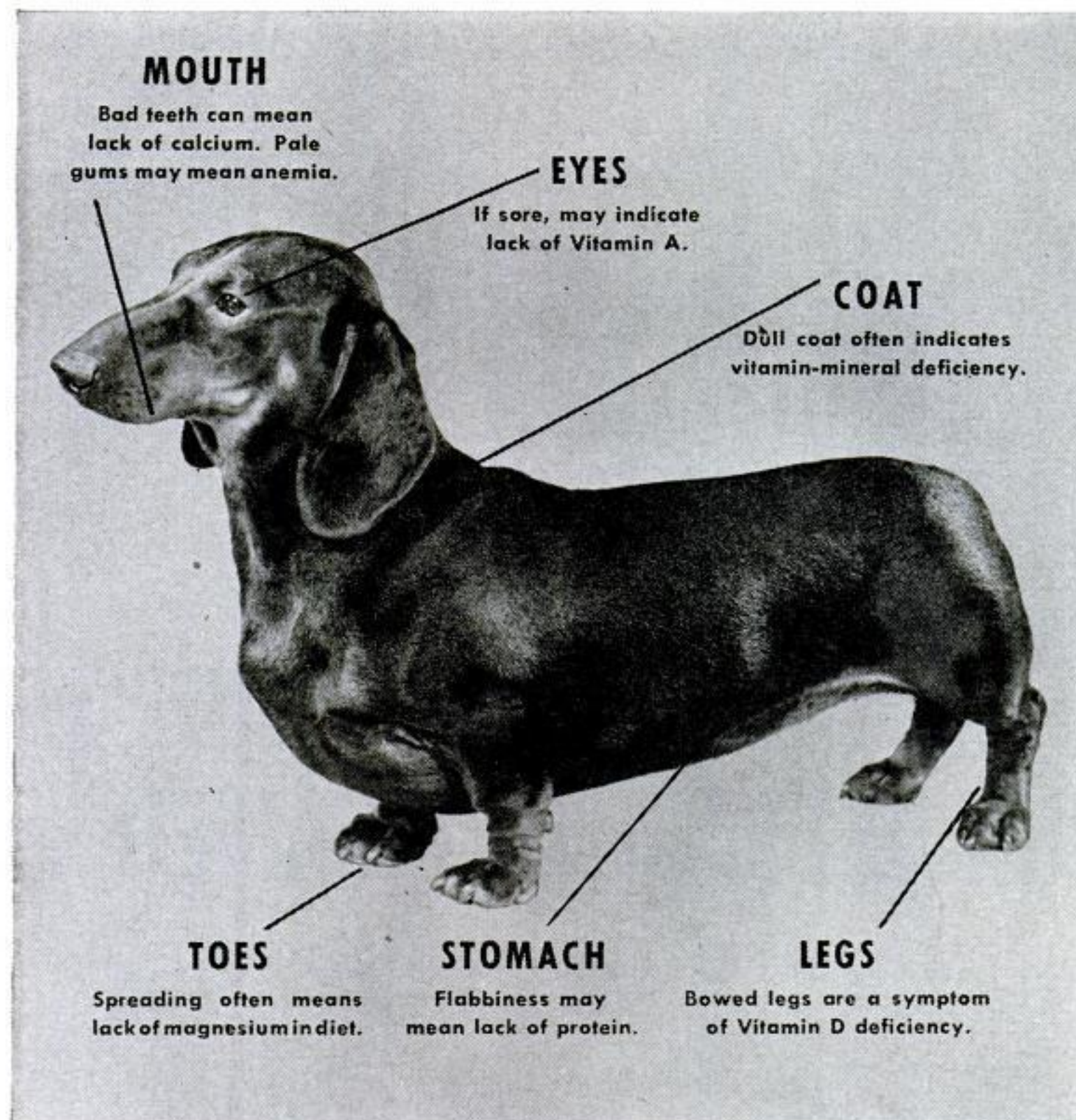
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HERE'S WHERE "VETS" SPOT DANGER SIGNS!

Look for these tell-tale symptoms

Here's how to prevent these ailments. Dogs are known to need 30 food elements regularly. The best way for them to get these important vitamins, minerals, and other food factors is through their regular diet.

Veterinarians have tested and approved Gro-Pup! The American Veterinary Medical and Animal Hospital Associations' Joint Committee on Food has tested Gro-Pup Ribbon extensively. Gro-Pup Ribbon won their coveted seal . . . the *only* dry dog food that has been awarded this official approval!

GRO-PUP PROTECTIVE DOG FOOD



"The protective treat that's better than steak" . . . Gro-Pup T-Bone Form Biscuit



Made by the Kellogg Company, Battle Creek, Michigan

Make Gro-Pup Ribbon Protective Dog Food the backbone of your dog's diet. If your dog gets Gro-Pup Ribbon with every meal, you can be sure he's getting the 30 vital food factors he needs for his health. See simple feeding instructions on package.



Only one dry dog food has won this seal—Gro-Pup!

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Got a headache?



It is a medical fact that 9 out of 10 headaches are caused by tensions and worries commonly called nerves. Bromo-Seltzer is the *only* leading remedy which contains ingredients that gently soothe "nerves" and relieve pain fast. Follow the label, avoid excessive use. Buy some today.



MISERABLE FEELING OF **STUFFY**



NOSE

. . . anywhere . . . any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.



Use as often as needed!





“Here’s an Attractive Booklet for Your Telephone Numbers”

We’ve just printed a new booklet for listing your personal telephone numbers.

You’ll find you save time on Long Distance calls when you give the operator the number you want. This booklet helps you keep the numbers handy.

There’s a copy for you at the nearest Bell telephone office.

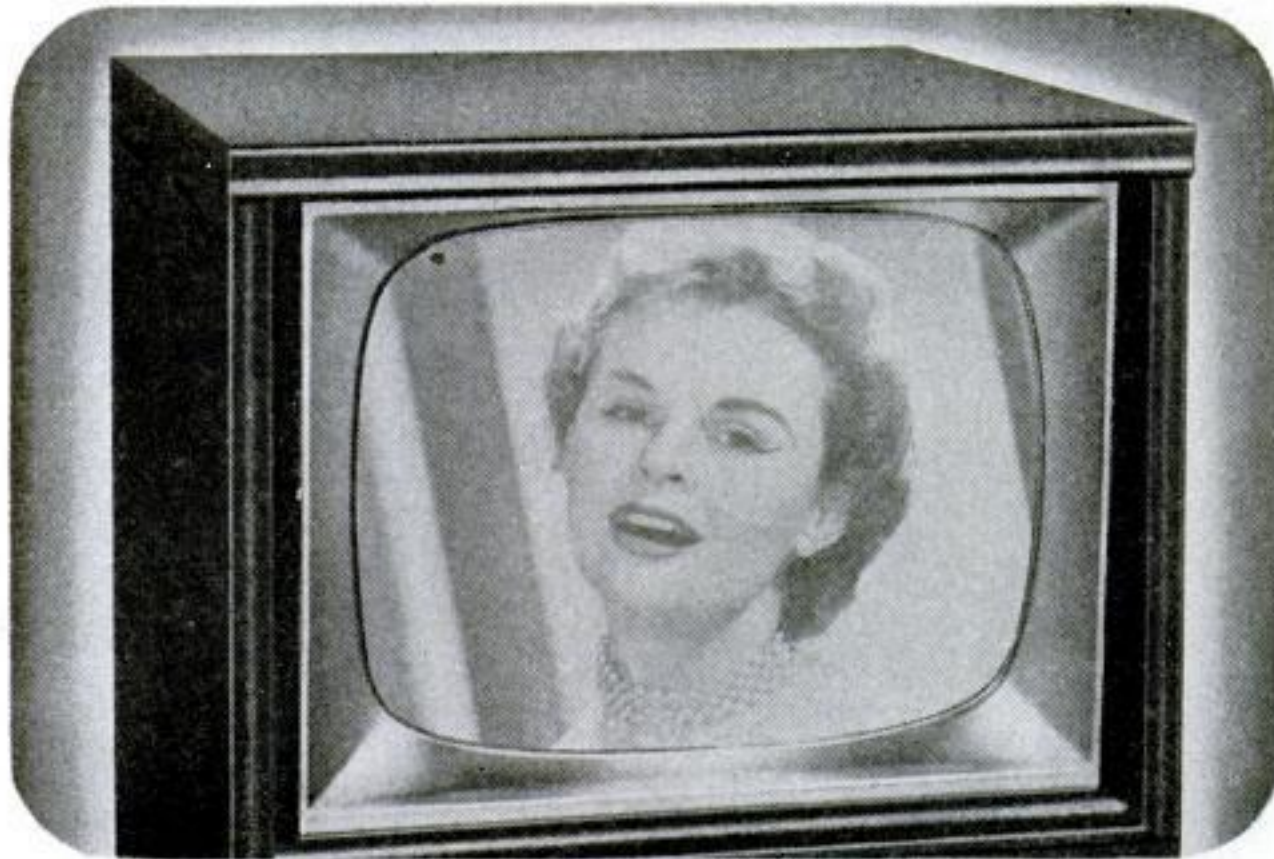
SAVE TIME...CALL BY NUMBER

Use the booklet to write down the telephone numbers you already know. If there’s a new number you don’t have — or an old one you’ve forgotten — be sure to add it to the list when the operator gives it to you.

BELL TELEPHONE SYSTEM



NEW G-E ALUMINIZED TUBE MAKES ANY TV PICTURE BETTER THAN NEW!



1. IS YOUR TV PICTURE WEAK AND DIM LIKE THIS?

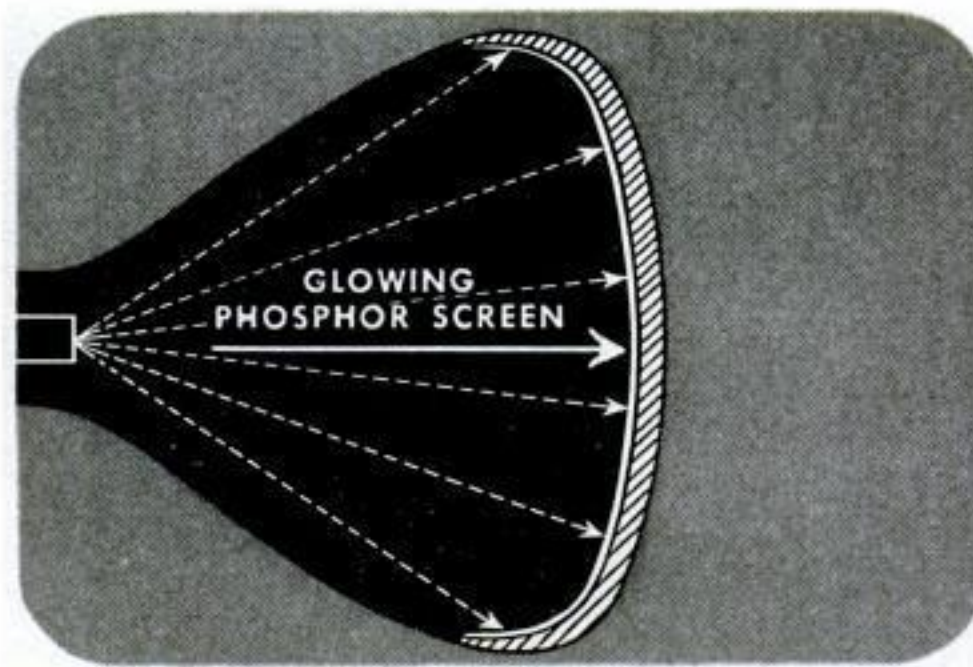


2. YOU CAN MAKE IT STRONG AND BRIGHT LIKE THIS.

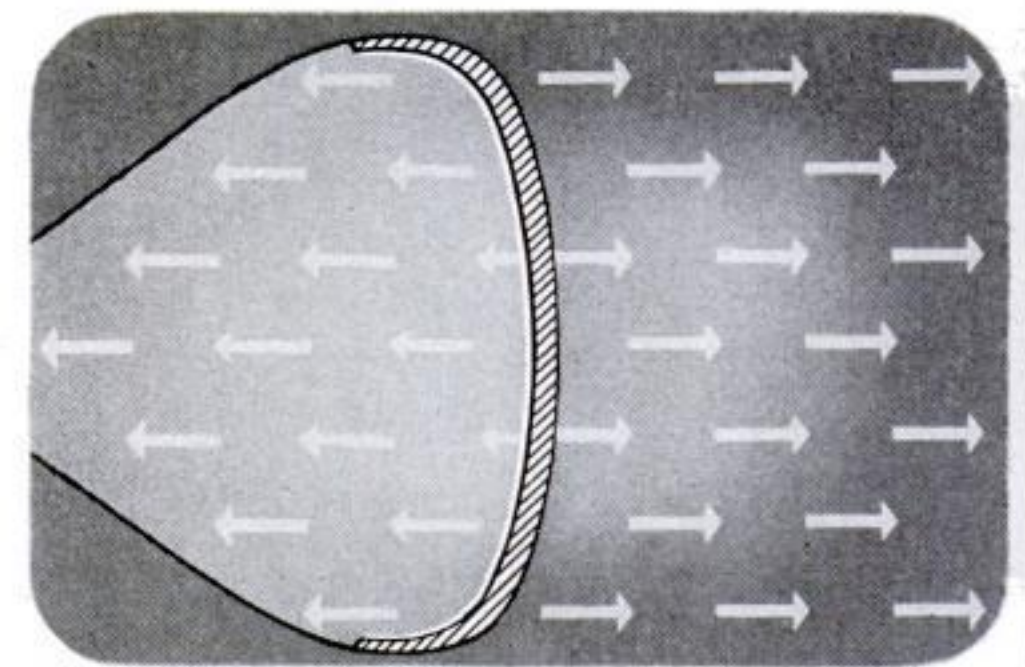
Read why this amazing tube gives blacker blacks, whiter whites—is easiest on the eyes!



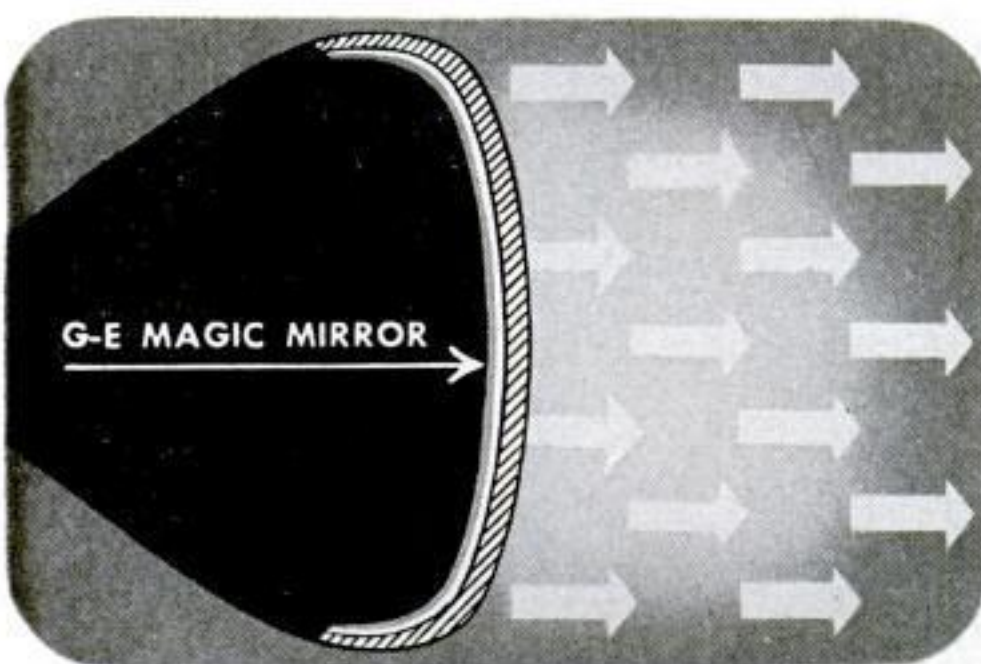
3. **G-E MAGIC MIRROR MAKES THE DIFFERENCE.** Behind the tube face, this mirror reflects the picture and boosts picture light up to 100%. You get contrast and eye-ease ordinary tubes can't match.



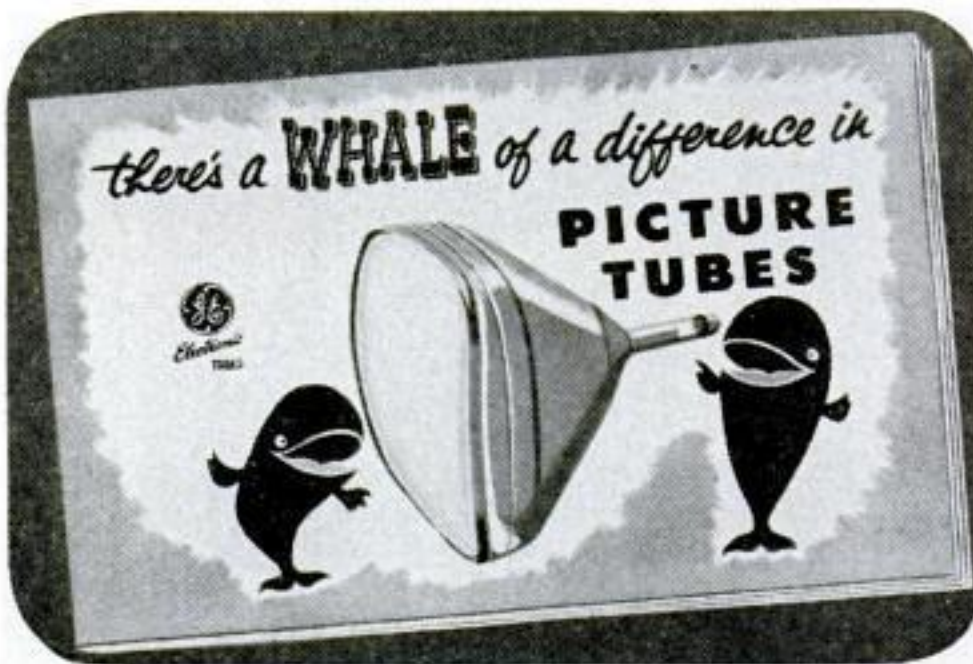
4. **HERE'S HOW A TV TUBE WORKS.** Electrons shot from a "gun" in the neck of a picture tube create picture light when they strike the phosphor coating on the inside surface of the tube's face.



5. **IN AN ORDINARY TV TUBE** much of this picture light is lost. It bounces back inside the tube, robbing the picture you see of brightness and contrast. Result: faint, gray, "washed-out" pictures.



6. **IN A G-E ALUMINIZED TUBE** an aluminum mirror, that passes electrons, blocks light from bouncing back into the tube. It "mirrors" all the picture light toward you—bright and clear.



7. **"WHALE OF A DIFFERENCE".** Free booklet shows how a G-E Aluminized Tube can give you a better picture than ever. Write *General Electric Company, Tube Department, Schenectady 5, New York.*

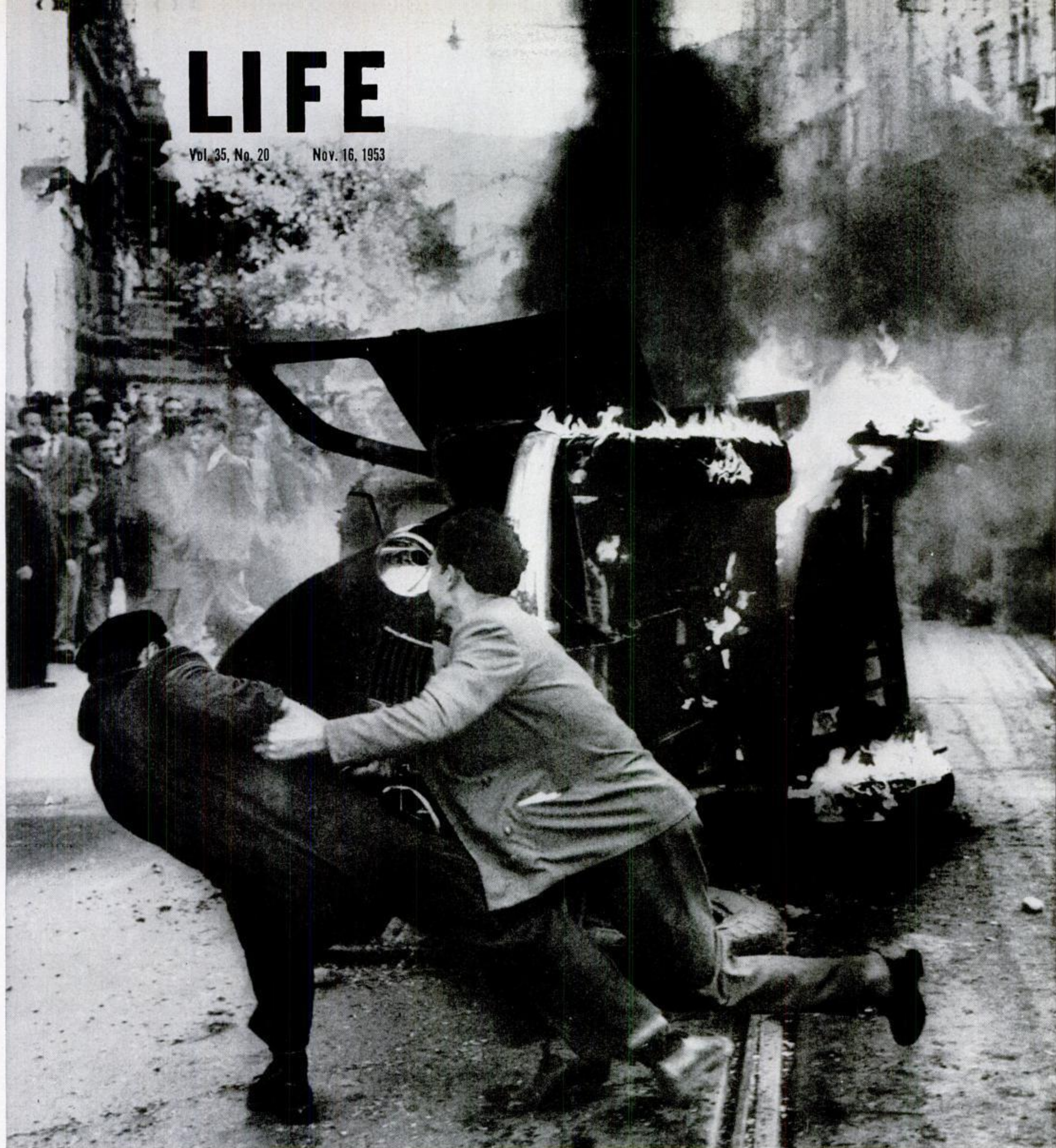


8. **MAN TO COUNT ON**—is the serviceman who displays this General Electric sign. He'll install a factory-warranted G-E Aluminized Tube *quickly*. Cost? Little more than an ordinary tube.

You can put your confidence in—

GENERAL  ELECTRIC

166-1A4



POLICE CAR, SET AFIRE BY RIOTERS, BLAZES IN TRIESTE AS TWO STUDENTS STRUGGLE TO WRENCH OFF THE BUMPER AND LICENSE PLATES AS SOUVENIRS

TRIESTE, CITY OF FIRE AND BLOOD

Sparked by patriotic fervor and fanned to fury by police, Italian passions over Trieste last week flamed up and threatened to disrupt negotiations over the disputed territory's future. The outburst began in forever touchy Trieste itself where pro-Italians feted Italy's victory in World War I. Feeling, as all Italians passionately do today, that Italy suffered through that war to win Trieste, the pro-Italians seized the occasion to demonstrate against any heed the British and Americans may give to Yugoslavia's protest against turning Zone A over

to Italy (Tito already administers Zone B).

On Tuesday a march by 500 students, yelling "Viva Italia," was broken up easily by Trieste's British-trained and led police. On Wednesday, 1,000 Triestini, back from a memorial speech by Italian Premier Giuseppe Pella in nearby Redipuglia, clashed with the police in a stone-throwing, club-swinging melee. On Thursday the situation turned ugly when police chased a gang of rioters into downtown St. Anthony's church, then violated the sanctuary of the church to club them out again.

Ten thousand Triestini were soon going strong with pried-up paving stones as weapons. Losing control, police opened fire into the crowd. Next day, as riots erupted in Rome and other Italian cities, 50,000 Triestini were on the streets, looking for trouble. The result was a confused battle of hurled rocks, exploding grenades and volleys of police fire described on the next page by LIFE's James Whitmore, who took the picture above. By week's end, Triestini had at least 10 dead to mourn, but for the moment, U.S. troops were in firm control.



AS FOOT POLICE RUN FOR COVER A JEEP PREPARES TO CHARGE UNDER TEAR GAS TO CITY HALL WHERE RETREATING STUDENTS HAD HUNG OUT ITALIAN FLAG

EYEWITNESS STORY OF GRENADES AND DEATH IN THE PHARMACY

James Whitmore was in Trieste for LIFE when the bloodiest riot yet broke out Friday, Nov. 6. His pictures, on preceding page, above and on opposite page, arrived in the U.S. last Sunday. Earlier Whitmore managed to cable this report:

I was standing with my back to the police in the Piazza dell'Unità, watching the students catch their breath 100 yards away. A hard dry explosion went off behind me. I found myself flat on my face with carbine fire going out over my head. An American-made hand grenade had exploded in the middle of the police—killing three of them, I was later told.

I picked myself up and did a foolish thing. I headed for the students instead of the police, who were barely 15 feet behind me. I did that 100 yards in 10 flat with the pavement around me popping like a plate of Rice Krispies as the bullets ricocheted.

Heaving myself around the corner of the first building, I was ashamed I hadn't photographed the whole thing from where I lay, but glad I was there. I turned to a young student shouting beside me just as his shoulder jerked

back and blood poured from it. He half fell and half jumped into the door of a pharmacy a few feet away. The spurting blood sounded like an open water faucet. Another student was carried inside the pharmacy with a hole into his jaw and out his temple. He was dead. I looked back at the first student and saw the pharmacist tapping his eyeballs. He was alive but only just, and then he died too (*opposite page*).

I ran 50 yards to my hotel to get more film and another camera. I got back to the piazza just in time to see the second grenade go off. The pattern was repeated: more shooting, more panicky running, more wounded. Then the police ducked into the entrance of the government's *palazzo* and things quieted down for an hour. The piazza was dotted with people walking dogs and wheeling babies. It looked all over. Then the third bomb went off.

The police came out shouting and swearing. They were viciously mad now. Old men, women, children and dogs all got mixed in with the students in a fantastic panic until the Americans arrived—a company of the crack 351st Infantry. The whole piazza cheered. Trieste

Italians respect the U.S. occupation troops. But two British platoons were booed as they marched in and superintended the removal of a large Italian flag from the city hall. The British soon left, but unfortunately at the same time the Americans retired inside the *palazzo* with the police. With the piazza bare of authority, someone threw a bundle of dynamite among the police trucks. The police charged out again and fired some more shots, but targets weren't very thick this time.

The piazza was a mess. I found slices in the pavement every two or three feet. That explained the terrible wounds. Police bullets had hit the pavement at a shallow angle, flattened out, bounced and then smashed into running bodies, tearing big shapeless holes. The streets were covered with trails and puddles of blood.

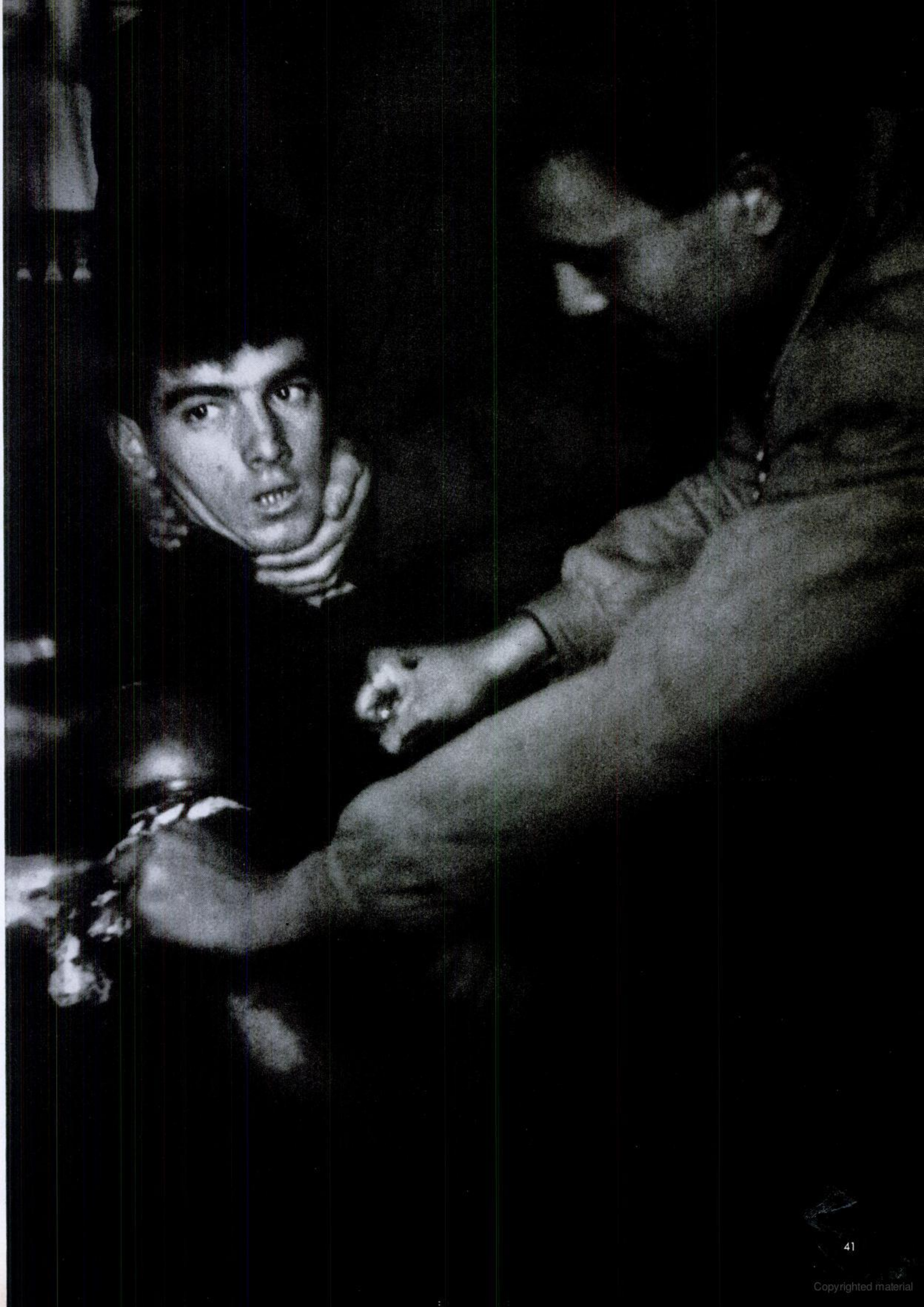
On my expense account, I'm going to sock the magazine for at least a mending job on my coat which has a large gap in it. Just inside that gap I found the head and fuse assembly of an American hand grenade caught in the lining. It must have been from that first one that landed behind me in the middle of the police.



RACING FOR SANCTUARY, rioters flee up steps of St. Anthony's as a British officer of Trieste police force sprints after them in lone pursuit (*see right*).



REPULSED ON STEPS, the officer sprawls, shoved by rioters. Triestini were enraged when police violated church sanctuary to club students taking refuge.





HELEN KELLER "SEES" THE PRESIDENT'S SMILE BY RUNNING HER LEFT HAND OVER HIS FACE WHILE HER RIGHT HAND HOLDS FINGERS OF POLLY THOMSON,



A GREAT PHOTO TELLS A MOVING STORY

Helen Keller's fingers 'see' the President's smile

One day last week President Eisenhower got up from his desk to meet a visitor. There stood one of the world's most courageous women, Helen Keller, deaf and blind since infancy but still a vigorous lady at 73. At her side and holding her hand was Polly Thomson, her companion of 39 years, communicating the President's words through the finger-formed letters of the manual alphabet (*below*).

Miss Keller, who can speak only in an unclear monotone, told the visibly moved President that she was proud to meet the man "who did the enormous work of one of the Titans who won the world for democracy." Then she had a special request. "Mr. President," she said, "may I touch your face? I want to put my hand on your face and see your celebrated smile." In a few moments, as her fingers ran searchingly back and forth over his features, she spoke once again. "You have a beautiful smile," she said. "But," he replied quickly, "not much hair!" As the President broke into one of his widest grins, Associated Press Photographer Charles P. Gorry took the picture at the left, which LIFE herewith nominates for a prize in any photographic contest in which it is entered.

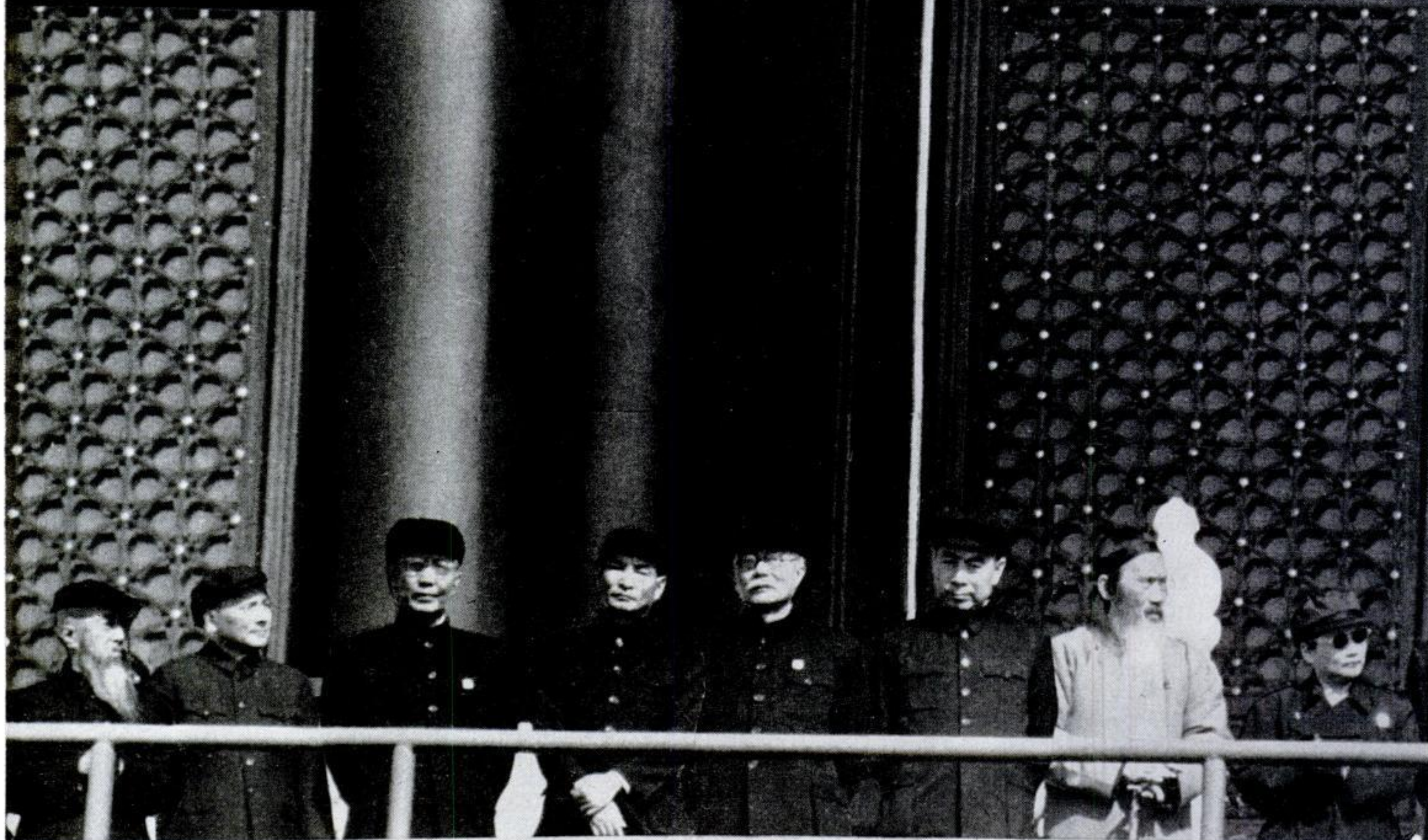


AT INTERVIEW POLLY THOMSON INDICATES LETTER "G" IN KELLER HAND



LETTER "S" IS INDICATED BY BENT THUMB COVERING CLENCHED FINGERS

WHO TRANSLATES EISENHOWER'S WORDS INTO MANUALLY FORMED LETTERS



SHEN CHUN-JU
PRESIDENT
SUPREME COURT

TENG HSIAO-PING
MINISTER
OF FINANCE

KUO MO-JO
VICE PREMIER
FOR CULTURE

CHEN YUN
VICE PREMIER
FOR ECONOMICS

LIN PO-CHU
SECRETARY
OF C.P.G.C.

CHOU EN-LAI
FOREIGN
MINISTER

CHANG LAN
VICE CHIEF
OF C.P.G.C.

MME. SUN YAT-SEN
VICE CHAIRMAN
OF C.P.G.C.

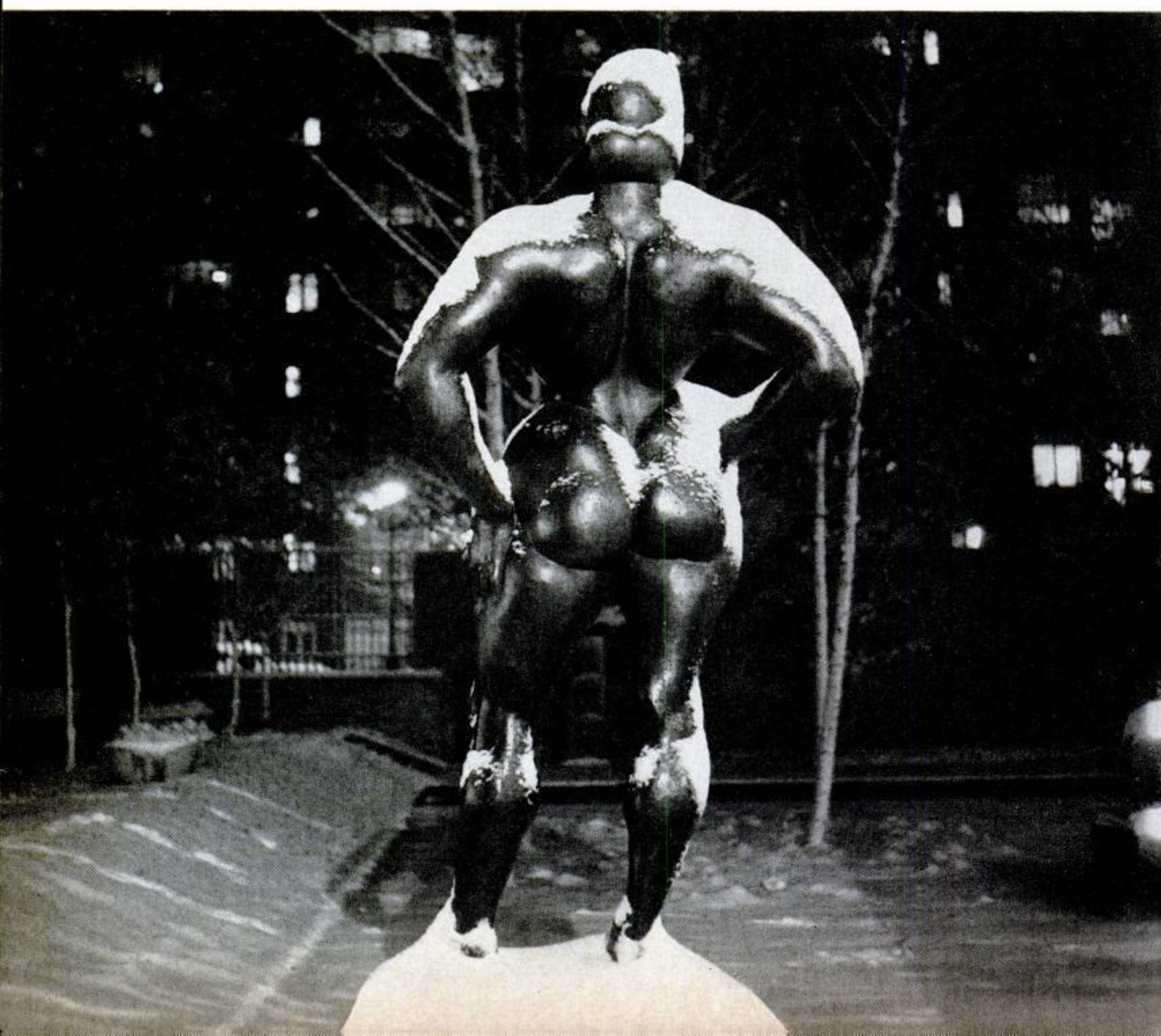
RULERS OF CHINA

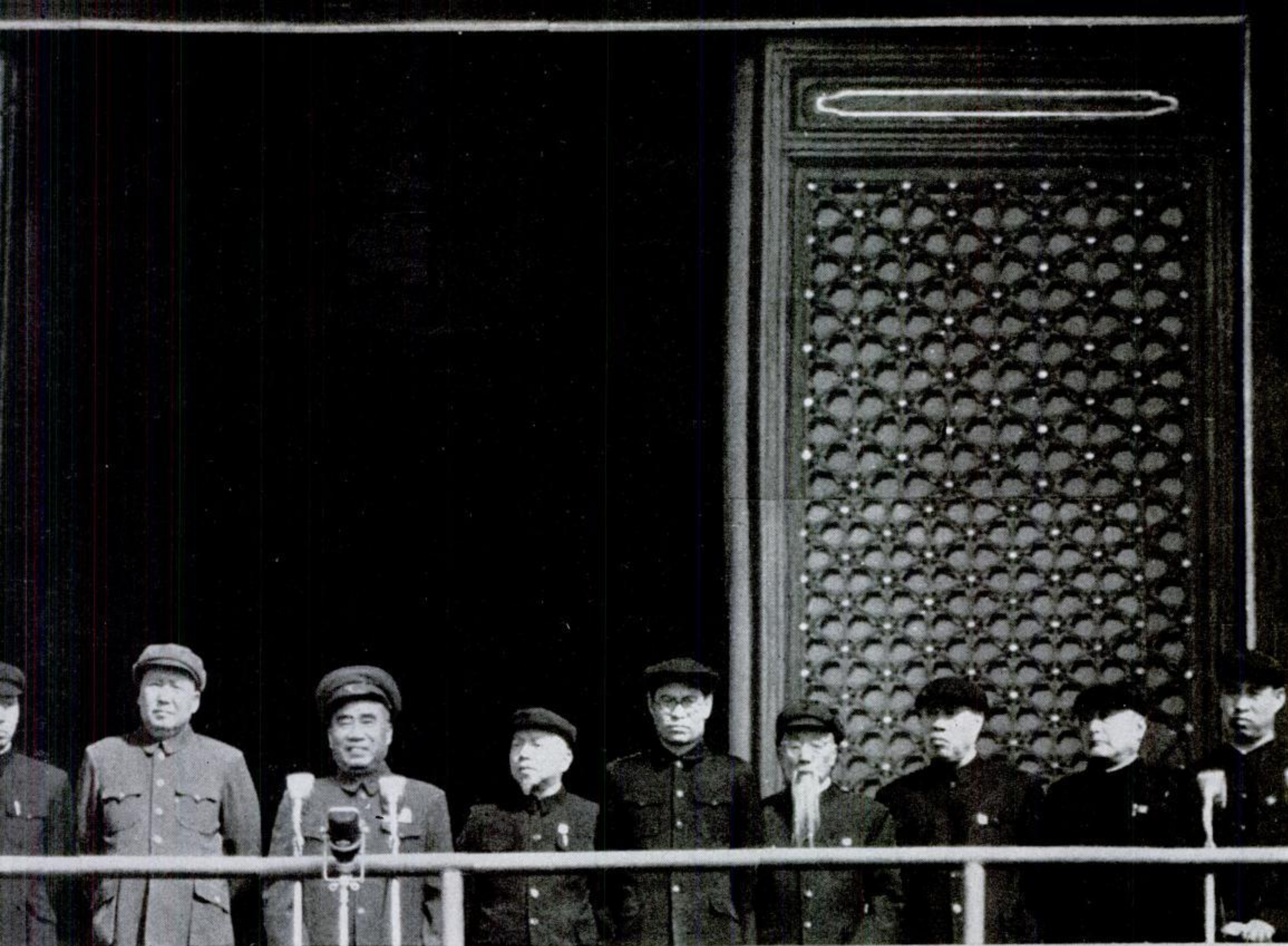
This portrait gallery of China's assembled masters has just arrived from Peking as a rare souvenir of Communism's greatest triumph in the Far East. It was taken when they gathered, in a reviewing stand hard by the Gate of Heavenly Peace, for the fourth anniversary celebration of the People's Republic of China on Oct. 1. Here, with Chairman Mao Tse-tung, are his vice chairmen and first lieutenants in China's only real governing body, the Central People's Government Council, identified in the

A FEW STAND UP

The biggest first snowfall in its history besieged the East Coast last week, accompanied by a nor'easter which blew 50-foot waves over Atlantic sea walls. While the Weather Bureau kept predicting flurries, the snow kept coming down harder and harder. From Maine to South Carolina traffic was snarled in snow and slush. Wind tore down power lines and waves destroyed hundreds of boats. Exceptionally high tides, made higher by the winds, pushed waves inland, drove thousands from their homes.

As people retreated into their homes, or





LIU SHAO-CHI	MAO TSE-TUNG	CHU TEH	LI CHI-SHEN	KAO KANG	CHEN SHU-TUNG	TUNG PI-WU	HUANG YEN-PEI	PENG CHEN
CHINA'S	CHAIRMAN	COMMANDER	VICE CHAIRMAN	RED BOSS	VICE CHAIRMAN	A FOUNDER OF	ADMINISTRATIVE	MAYOR
NO. 2 RED	OF C.P.G.C.	OF ARMIES	OF C.P.G.C.	IN MANCHURIA	FOUNDING FATHERS	THE PARTY	VICE PREMIER	OF PEKING

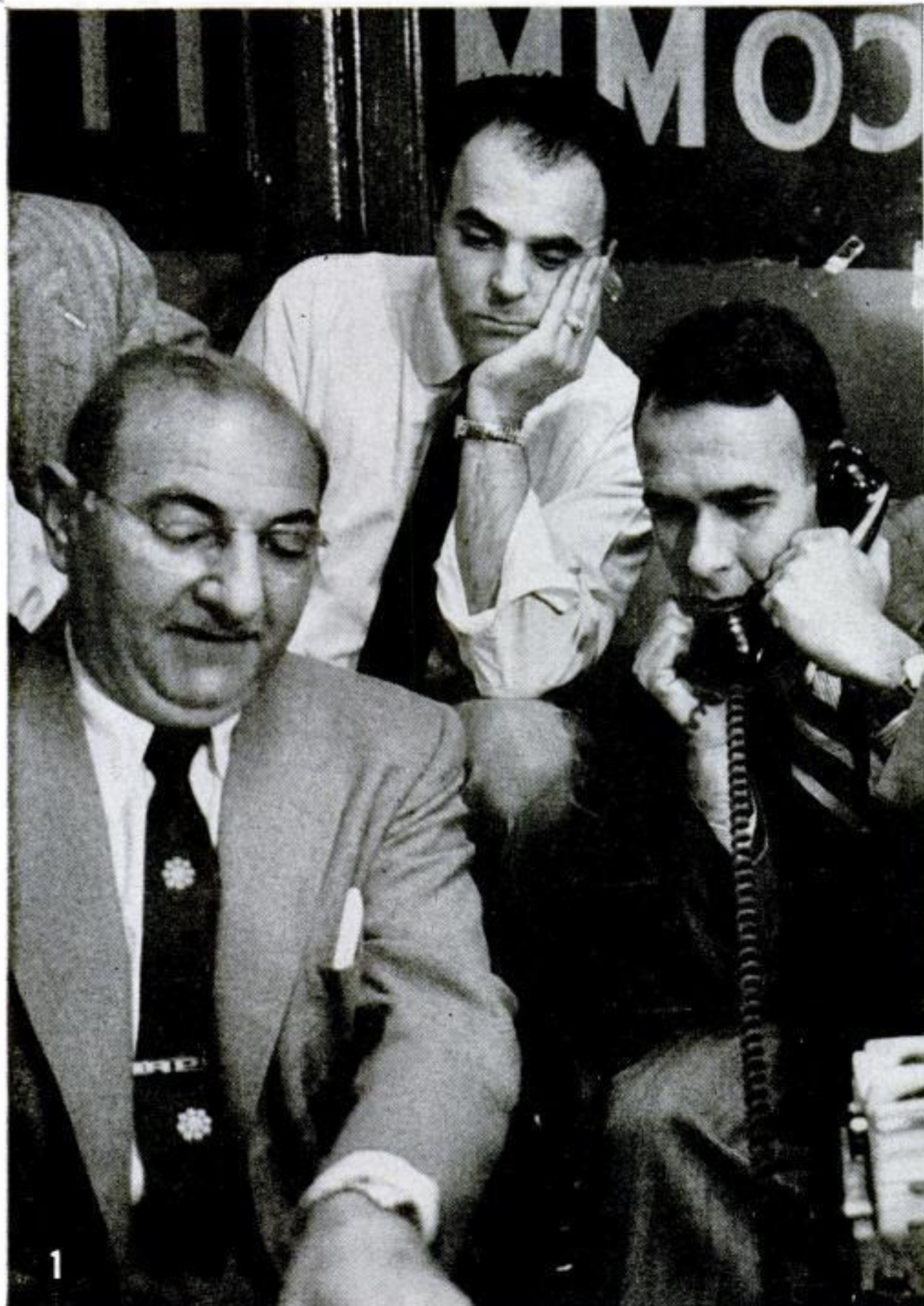
STAND FOR PHOTO

captions above by its initials C.P.G.C. Ironically they include Soong Ching-ling, sister of Madame Chiang Kai-shek and the widow of Dr. Sun Yat-sen, who first brought democracy to China. Here too is General Chu Teh, original organizer and still commander of Red China's five million armed men. Except for Mao, probably the most significant faces here are those of Liu Shao-chi and Chou En-lai, who are to Mao what Malenkov and Molotov were to Stalin—the chief contenders to succeed him.

TO A SNOWSTORM

out of them, a few figures stood staunchly firm. Gaston LaChaise's bulbous bronze, *Standing Woman*, who stands in the garden of New York's Museum of Modern Art, wore a mantle of snowy serenity (left). As the sixth race at Jamaica approached, intrepid Bugler Karl Rissland (right), swathed in a mighty coat, blared out the call for the horses, which ran despite the deepening snow. In Washington, when the snow stopped, the chief of the Weather Bureau said he would investigate to see why the crystal ball had crossed everyone up.





10:45—UNHOPEFUL CANDIDATE (RIGHT), HELPERS HEAR THEY'RE BEHIND



10:55—PREMATURE AND, AT THAT TIME, AN UNJUSTIFIED CELEBRATION



11:40—DESPAIR SETS IN FOR COUNTY CHAIRMAN (LEFT) AND OTHERS WHEN THEY HEAR PAPERS ARE GOING TO PRESS SAYING WILLIAMS LOST BY 204 VOTES



JERSEY JOY SPREADS TO DEMOCRATS EVERYWHERE

They're down, up, down—and up as congressional returns come in

All through the night the returns in the New Jersey congressional race had seesawed, and so did emotions in the tiny Democratic headquarters over a bowling alley in Elizabeth. Then, as the clock spun past midnight, came the astonishing word: Harrison ("Pete") Williams had defeated Republican George F. Hetfield, for whom, as a law student, he used to baby-sit.

The scenes that took place over the bowling alley were miniatures of the cacophony of glee and lamentation which sounded out nationally



BREAKS OUT AS LINDEN GIVES WILLIAMS A 5,000 PLURALITY AND LEAD



11:30—NAILBITING NEWS COMES: WILLIAMS HAS FALLEN BEHIND AGAIN



12:20—REAL JUBILATION BREAKS LOOSE WHEN PAPERS REVERSE SELVES AND FIND WILLIAMS WON



12:40—BACKERS REACT IN A TRADITIONAL WAY

as the Democrats won four top-billed contests—a governor in Virginia, a mayor in New York City, a governor in New Jersey, and this New Jersey congressman. Stunned politicians of both parties hurriedly translated the four results into great generalities. To the Democrats they were signs of a national trend away from the G.O.P.; some panicky Republicans were conceding the 1954 congressional elections 12 months ahead of time.

But closer scrutiny produced some calmer

interpretations. Of the four Democratic winners, 33-year-old Williams scored the strongest triumph. He was the first Democrat elected to Congress from the Sixth New Jersey District since it was constituted 21 years ago, but he won on an unusual platform. Campaigning on \$2,800, after being deep-frozen by the Democratic National Committee which said it was "against party policy to spend money in hopeless contests," Williams promised to "do everything I can to support the President and

not try to hurt him." He pledged to carry out the policies of his liberal Republican predecessor, Clifford Case, who had retired. His opponent, a right-wing Republican, avoided even mentioning the popular Case. The victor's own conclusion: he was elected by "Case Republicans, independents and good Democrats." Whatever the reasons, the Democrats gained an important psychological and technical advantage from Williams' victory, which sliced the Republican House margin to a bare three.

SOME OTHER WINNERS ACROSS THE COUNTRY



VIRGINIA DEMOCRAT, Governor-elect Thomas Stanley, gives victory hug to three grandsons. He was candidate of Byrd machine, which had to go all out to beat Republican Theodore Roosevelt Dalton.



NEW YORK DEMOCRAT, Mayor-elect Robert Wagner Jr., with his wife, is cheered at victory party. Wagner, candidate of Tammany and New Deal Democrats, won by 360,000 votes in three-way race.



CHICAGO REPUBLICAN, Judge-elect B. Fain Tucker, is hemmed in by congratulatory hands. The judicial contests were city's first since 1920, the major parties having regularly run coalition candidates.

THE LOCAL DECISIONS INVOLVED GANGSTERS, COURT REFORM AND BINGO

Across the country, the campaigns were fought out chiefly on local issues and local situations. Virginia elected a Democratic governor, as it has ever since reconstruction days—but this year's loser polled a higher percentage than any Republican ever. New York elected a Democratic mayor but the city has not chosen a Republican for half a century, save for two fusion candidates. In Philadelphia, which last year gave Stevenson a 160,000 edge, the Republicans won every contest by campaigning against the record of the local Democratic administration. In Chicago, where the Republicans scored sharp surprise by carrying eight of 14 contested judgeships, the issue was court reform.

In New Jersey, where a Democrat (see opposite page) landed in the

governor's seat for the first time in a decade, the campaign was also fought on local issues, mainly the breakdown of law enforcement under Republican leadership and the Republican candidate's letter trying to spring convict labor-leader Joey Fay from Sing Sing. Legalization of bingo, a big talking point, was supported by both parties. In a highly candid post-victory press conference Governor-elect Robert Meyner revealed that he had refused to permit Democratic national leaders to enter the campaign. "I don't believe President Eisenhower was much of an issue," he declared. "Many people who still have great confidence in the Eisenhower administration voted for me for the same reason they supported the President last year. They thought it was time for a change . . . and a clean up."



BIPARTISAN BINGO ISSUE in New Jersey was settled when pro-bingo referendum won, 3-1. Day after election, 1,000 attended game held in North Bergen

sponsored by St. Brigid's Catholic Church, though legislature must still act on mandate. By application of technicalities, bingo has been played openly in state.



BESIEGED VICTOR, Governor-elect Robert Meyner, escorted by cops, happily fights way out of his home-town headquarters in Phillipsburg onto street.

There 2,500 well-wishers waited to greet him, including diamond-sporting supporter who got finger inside candidate's coat while seeking to grasp his hand.

THE VOTERS SAY 'SHOW ME'

The elections seem to have produced unusual bipartisan agreement. We have Mr. Stephen Mitchell, the chairman of the Democratic party, saying, "The results . . . disclose . . . a significant loss of confidence in the G.O.P." Almost as if to confirm his diagnosis, Mr. Leonard Hall, the Republican chairman, then chimed in, "There is no question about it, as of today we are in trouble politically." And Mr. Speaker, the Honorable Joseph Martin, adds, "It looks like we Republicans got a good licking." However refreshing, Republican candor can be misleading. The party did lose most local elections last week and the Republicans are in trouble politically, but not because of the elections, and the results are not the real symptom of what ails the party.

Where the Republicans lost last week generally they deserved to lose for reasons particular to the area. The principal case in point, the strong Republican state of New Jersey, involved a G.O.P. administration which had failed to clean gangsters and gamblers out of its backyard. It compounded political folly by nominating an inept, inexperienced candidate who was proved to have asked clemency for a convicted labor extortioner. Only when defeat seemed inevitable did the party try to bolster a lost cause by invoking the prestige of the Administration. In the congressional contest there the Democratic candidate repeatedly boasted he would be a better supporter of the President than his opponent. In the special case of New York City the Republicans deliberately passed up an early opportunity to abandon the straight party ticket and lead what might have been a winning coalition. Where the Republicans had a solid local issue and a good cause, as in Cook County, Ill. where Governor Stratton led a campaign to reform the courts, they won.

We do not see how these results add up to a trend but we do see in them a timely reminder to Republicans of an

important political fact, a fact that explained President Eisenhower's victory last November and Democratic victory in New Jersey. Elections are won only when you can persuade independents and a substantial number of the majority to desert their own party. The independent Democrats voted for Ike last November and the independent Republicans voted for the Democratic candidate in New Jersey.

The same thought has been expressed by Mr. Eisenhower. In effect the President said he still believes the Republican party is in a minority in this country and that it won only with the support of independents and like-minded Democrats. And to hold office successfully it must produce progressive and positive results. Such results, the President added, could not be achieved by returning to 1892. Nor—would we add—to 1948 by adopting the policies of the repudiated Truman administration and appeasing pressure groups (see *editorial below*).

Republican candor in admitting a political setback might be used to better advantage in a frank look at the party record. Republicans in Congress last November did not, as did the President, win a clear vote of confidence from the country. They have not improved on their position. Whatever the excuses, the Republican majority was dilatory in acting to support the Administration so it has virtually no record of new legislation. For this the President must share the blame. He has been too conciliatory, too patient and unnecessarily reluctant to assert himself. We hope that the patient approach will pay off in the 1954 session but the President would not be well advised to count on it. The Administration should take a stronger course and assert its leadership. It is too soon to say that the voter is disappointed and disillusioned with the Administration. It is obvious that he is saying, "Show me."

RESPECT COMES THE HARD WAY

Only infrequently do politicians qualify for the select company known as statesmen, who may be characterized as men who do what they think is right and to hell with the consequences. The politicians have been complaining that Secretary of Agriculture Ezra Taft Benson is no politician, which may mean that he is qualifying for higher honors.

The Secretary came to Washington well aware that his own ideas about farming and farm policy ran directly counter to every line of current political theory. He would obviously prefer to preach the old-fashioned doctrine that God helps those who help themselves. Instead he has probably gone farther than he himself would like to go in meeting the ideas of others. But because he has persisted in trying to find some other policy than the old system of handouts he has been a prime target for every pressure group. When he proposed to reorganize the overgrown and sprawling department he had inherited he added to the ranks of his enemies thousands among the federal bureaucracy. The farmers, well off though most of them are, have been squeezed by the decline in prices and those caught by the drought have been especially hard hit. Their distress has been deliberately exploited to harass Benson and confuse the farmer.

There has always been more sound than substance to the

chorus of complaints against the Secretary. The caravan that waited upon him to demand price supports for cattle represented at best a thin majority of cattlemen and was organized to advertise a frankly New Dealish outfit, the Farmers Union. Another controversy blew up last week, this time over the reorganization of the soil conservation service. The mail poured in on the offices of congressmen but one farm state senator found that 75% of the letters were inspired by federal employees fearful of losing their jobs. Only 25% came from farmers and most of them neither knew the details of the plan nor understood its merits. All in all the campaign against Benson has been well organized and effective. "The only way the Yankees could have lost," went one crack after the World Series, "was to have Benson manage their farm organization."

Quite understandably a man who produces so much controversy soon becomes a liability in the eyes of the faint-hearted. There have been anguished Republican cries for Benson's scalp and much pressure from within ranks to stay his hand or at least temper his words. So far the man has stood by his principles, refusing to make promises that he couldn't in honesty keep. His determination may not win friends or command affection but it does inspire respect.



How to make chicken soup like *Campbell's*



First, shop for a plump, tender chicken. And no fair saving out the breasts for salad, or the second joints for lunch! *All* the meat goes in *this* soup. Then plan to hover over the kettle, as you carefully simmer your chicken—seasoning it delicately with celery, a whisper of onion and just a suspicion of the right spices. Then you start on that special rice with the long grains and . . . What? You can't take the *time*? Why should you! Every grocer has Campbell's Chicken Soup ready for you. Choice pieces of chicken in golden chicken broth. Generous spoonfuls of fluffy rice. One of the most carefully made, delicious soups you can imagine. And it takes you only 4 minutes from Soup Shelf to soup bowl!



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Tawny Mahogany finish 21-inch console with directional UHF-VHF Built-In Aerial. The Philco 4306-TM.



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Memory course for shoppers: "December reminds me of Christmas. Christmas reminds me of snow. Snow reminds me of ice. Ice reminds me of highballs. Highballs remind me of 7 Crown, America's finest gift whiskey! And that reminds me to give it to those on my list who appreciate the finest!"

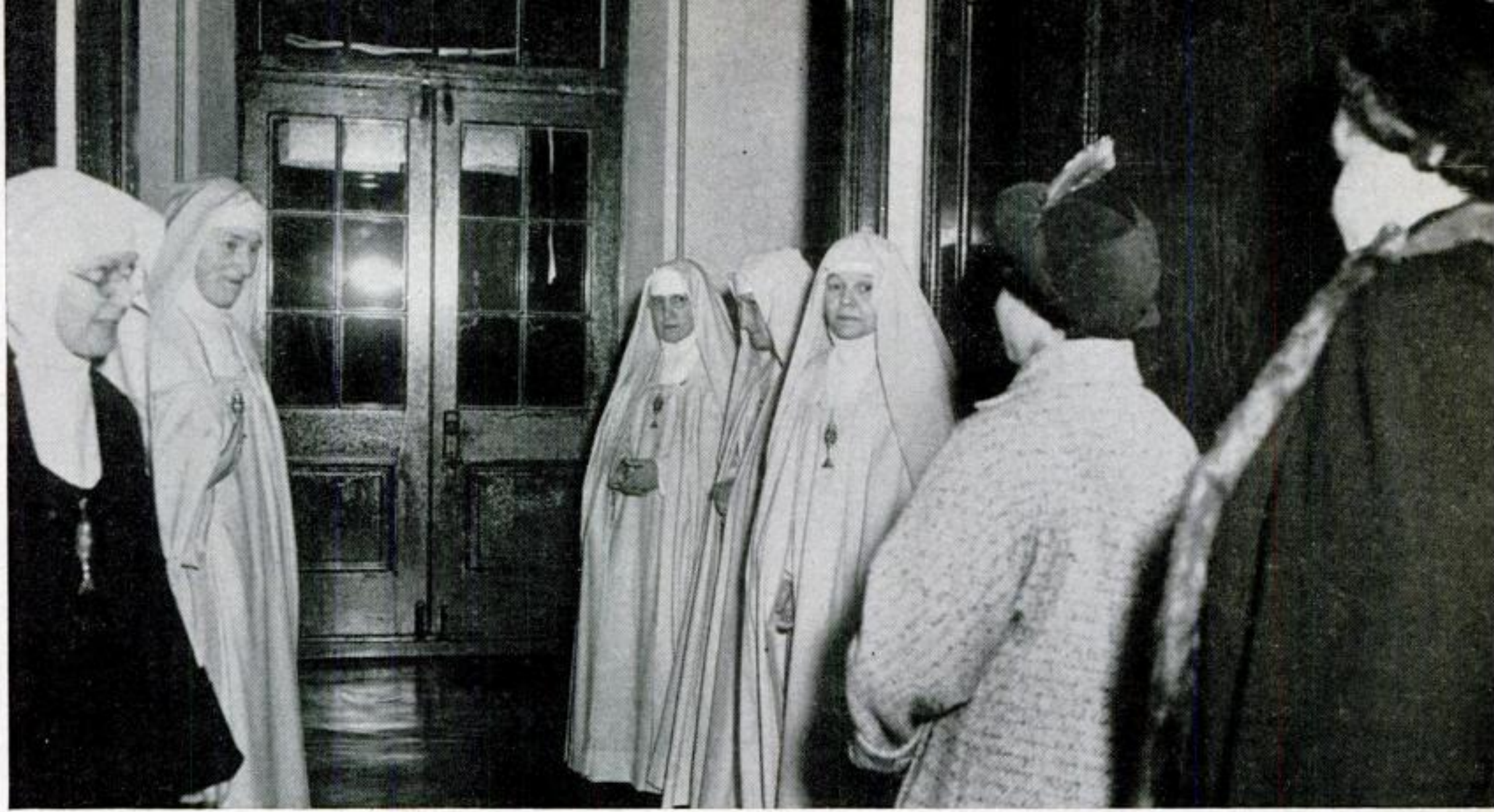
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AT 3, A PRETTY MARIE PRAYED TO THE VIRGIN



AT 19, MARIE (IN LIGHT COAT) IS GREETED BY NUNS IN THE CONVENT. BEHIND MARIE IS HER MOTHER

A VEIL FOR MARIE

Smallest Dionne quintuplet enters Quebec convent

Marie Dionne, smallest and frailest of the quintuplets, grew up to be the quiet one. "I never saw a child so pious, or one who thought so much," her mother said. Last week Marie, 19, left the bright light of public attention, which had glared on the first recorded quintuplets to survive infancy, and retreated into the cool shadows of religious life. Cecile, Annette and Yvonne joined Mama Dionne and two older sisters in taking Marie to a convent in Quebec. There Marie took up postulant's duties with one of the strictest Catholic orders, the Servants of the Blessed Sacrament, whose members spell each other in round-the-clock prayer, speak only after dinner and supper. Marie will spend six months as a postulant, two years as a novice and then, unless her intentions change, take final vows and never go out into the world.

While Marie changed street clothes for postulant's garb, the family waited in a parlor. A wooden grille was lifted to permit Marie to enter for goodbys that began with smiles and ended as Marie turned away weeping. Henceforth, her parents and sisters will see Marie mostly through the convent grille.



THREE SISTERS, bespectacled Yvonne (left), Cecile (center) and Annette, attend chapel service with Marie and other postulants. Illness kept Emilie away.



IN POSTULANT'S GARB of black dress and white veil for first time, Marie has tear-moistened eyes, gentle smile as she says goodbye to mother and sisters.



INEVITABLE CONFETTI showers on royal couple on way to New York City Hall. Crowd showed admiration for queen by shouting, "Some doll!"

INEVITABLE TOT in uniform approaches queen with inevitable bunch of roses. But this time, frightened, unhappy tot demurred temporarily.



BEAMING FREDERIKA TURNS FROM AMATEUR CAMERAMAN TO HEAR GREEK

ROYAL GREEKS MEET GOVERNORS—AND GREEKS

They make a real try at seeing the U.S. the hard way



IN PHILADELPHIA Paul and Frederika pose by Liberty Bell with mayor and governor (left). Most of the king's speeches thanked U.S. for aid.



IN BOSTON queen has sliced turkey. King and Governor Herter (left) swapped gifts: cigaret case for king, Royal Order of Phoenix for governor.



NATIONAL ANTHEM AND SHOUTS OF "ZITO!" (LONG LIFE) OUTSIDE LIBRARY AT HYDE PARK. GIRLS ARE FROM A GREEK ORTHODOX SCHOOL IN NEARBY GARRISON

At best the opportunities given visiting celebrities to get a good look at the U.S. are slim, what with the obfuscating barriers of ticker tape, chicken-laden hotel banquet tables, camera equipment, cornerstone-laying equipment and hordes of friendly but harassed cops restraining equally friendly, but no less harassed, hordes of people. Nevertheless King Paul of Greece and his vivacious royal consort Frederika (*see cover*) plunged happily and conscientiously into their see-America tour.

It began with a view of Philadelphia, mostly from behind the Liberty Bell and the governor of Pennsylvania, and continued with unabated velocity through a meticulous schedule which their majesties, known as

"T.M.," on the official itinerary, tried their best to keep. At Columbia University, Paul spoke of the roles of education and religion in a democracy, and in Boston he quipped that "neither of us (Greek or American) suffers from an inferiority complex." Everywhere Greek countrymen turned out to meet the royal pair. Everywhere Frederika smiled and looked charming. With grueling one-day stands in the Midwest behind them last week, and the rest of the U.S. ahead of them, T.M. will get in as much sightseeing as they can. But just to make sure they get some idea of the U.S. as it really is, the royal itinerary includes a private period of 10 days, right at the end, for tickerless, chickenless, crowdless rambling.



IN BROOKLINE, where their majesties went to lay a cornerstone and confer with 60 Greek religious leaders at the Greek Orthodox Theological Seminary, the crowd broke out of control. From here the royal entourage went to the Harvard campus where some people thought the crowds were for Singer Julius La Rosa.



IN HYDE PARK overeager woman eluded guards to greet King Paul, who had just placed a wreath on Roosevelt grave. King happily shook her hand.



IN TOLEDO at railroad station a choir member of Holy Trinity Greek Church kisses Frederika's hand as the royal couple leaves for Detroit.

QUEEN AT A BANQUET, KING ON THE FARM



EMINENT GUIDE, Eleanor Roosevelt, matched queen's smiles as she showed her around Hyde Park.



IN ROYAL COACH King Paul studies next day's speeches with aide, Air Vice Marshal Potamianos.



KING AND KITTEN emerge amiably from barn of Oswego, Ill. Farmer J. George Smith, who had

just played host to the royal party. Queen, pleading a cold, had begged off because of the cold weather.



A FORMAL DINNER given by the U.N. puts Frederika next to a uniformed Vishinsky, who is against dinner partner's regime, quips jovially nevertheless.



A FARM DINNER with the Smiths in their dining room introduced the king (right) to acorn squash. He also had chicken, said he liked the white meat best.



OLD SOUTHERN FAMILIES served this famous drink whenever good friends met for festive occasions. Fast growing popularity of the "Confederate highball" and "Rebel on-the-rocks", both made with Southern Comfort, has caused sales to zoom in recent months.



THE REBEL ON THE ROCKS is just about the most welcome drink you can give a guest, arriving on a cold wintery day. And it's simply Southern Comfort over ice-cubes.



MAKE A CONFEDERATE HIGHBALL just as you would an ordinary highball...with water, dry or sweet soda. Southern Comfort's delicious *taste* makes the big difference.

TURKEY ON THE TABLE

toasted in true Southern Comfort

NATCHEZ, 1858: Jed King urged his chestnut stallion into a gallop as they turned off the river road toward the plantation. He had been in France for over three years. Now he was looking forward to being home again. And what an occasion for a returning prodigal... it was Thanksgiving! That's why he had invited a shipboard acquaintance, Péchon, to join in the festivities. He had described the sumptuous feast and hospitality of his father's household all the way on the road up from New Orleans. At last! The white-columned manse with its fine bluegrass lawns was before them. They dismounted amidst the confusion of greetings, embraces and the joy of reunion of family and friends assembled on the veranda. Here was life at its finest, mused Péchon. And, as the scents of jasmine and perfume began to mingle with those of roast turkeys and spicy delicacies now being served on the great tables, the men retired to the drawing room to toast the occasion. This was the moment Péchon had awaited. For his host had talked often of a rare, special liquor always served in his father's house on such occasions. Glasses clinked with: "To your health, suh, with Southern Comfort, finest liquor in the land!" He sipped it slowly to enjoy every drop of its deliciously-different taste. It was neither whiskey, brandy nor liqueur... yet it combined the wonderful taste qualities of each. *Voila!* Here was a liquor unmatched by any in his native France. Naturally, Péchon took a supply back to Paris. And so the fame of Southern Comfort grew. Today, this deliciously-different, 100-proof (*same as a bonded whiskey*) highball liquor is enjoyed by people all over America, Canada and many European countries. Serve Southern Comfort, the drink of southern hospitality; make your Thanksgiving dinner party an outstanding event, too.



SOUTHERN COMFORT'S SECRET FORMULA COMBINES THE TASTE qualities of several liquors. The first sip recalls the bouquet of fine brandy... then, as it goes down, you enjoy the delicious taste of a rare liqueur... and all the while you're aware of its rich deep body, so like that of a great whiskey.



LOOK FOR THIS SOUTHERN COMFORT SAMPLER ON YOUR FAVORITE LIQUOR STORE COUNTER

◀ *try the taste test half-pint today!*

Buy a "Sampler", make your own taste-test today. You'll be convinced this is the ideal liquor for your Thanksgiving feast. Then, when guests arrive, greet them with a "Rebel". Serve it after dinner as a *liqueur*... then treat them to Southern Comfort *highballs* all evening long. Entertaining's easy with Southern Comfort... *everybody likes it!*

now also available in Canada!

SOUTHERN COMFORT®

The Grand Old Drink of the South

100 PROOF LIQUEUR, SOUTHERN COMFORT CORP., ST. LOUIS 3, MO.



GREEK EMOTIONS overflow in Ford plant in Dearborn when king stops to meet a Greek-born foreman named John Marbroles. Marbroles kissed royal hand

and then, still holding king's hand and overcome with gratitude for man who had made the meeting possible, he also kissed the hand of Plant Manager E. C. Miller.

remarkable new instant starch discovery!



NO cooking
NO boiling
NO waiting
NO straining



Niagara works perfectly in cold water

Niagara is a brand new type of starch. Just add Niagara to cold water and swish... it's ready! And, Niagara stays dissolved, won't settle to the bottom of the pan.



A neat, crisp finish for all cottons... no spots or streaks!

Niagara-starched fabrics look just right—not too stiff—not too limp. Dresses and blouses look as nice as the day you bought them.

— **just swish in cold water...it's ready!**

save money! costs only a penny a quart

Gives the mixing ease (without the expense) of bottled starch!



medium starch solution

NO MORE "STOVE WORK"! Now, never again will you have to interrupt wash day just to cook up a pan of hot starch! Niagara puts an end to cooking, to waiting for starch to cool, to pots that boil over, to messy cleaning up after!

FASTER IRONING, TOO! Yes, with Niagara there are no hard lumps to stick to the iron! Your iron stays clean...glides smoothly, easily over fabrics. Even dark colors stay clear—no white streaks or spotting ever.

GET NIAGARA... the economical instant starch. One package of Niagara actually goes 4 to 5 times farther than costly bottled starch!

LIFE ON THE NEWSFRONTS OF THE WORLD

Russia refuses to confer on Germany, a ship burns in Boston, a political ghost rises against Democrats

A Russian note rejecting Western proposals for a conference on Germany and Austria just about ended the hopes bubbling since Stalin's death for a negotiated settlement of the cold war. "The note," said a Washington policy maker summing it up, "is tough. They are telling us to drop NATO and EDC. They demand that we recognize Red China. They want us to throw away our guns and brickbats while they keep theirs. Then they will negotiate." President Eisenhower declared that the note manifested no intention to get together but instead an intention to create as many difficulties as possible. Russia's President Kliment Y. Voroshilov snarled bitter words: "The camp of imperialism headed by the U.S.A. is pursuing a line toward the preparation of a new war."

Joseph Tomaskovich, an \$85-a-week steel-worker, ran both as a Democrat and a Republican last week and won the nicest little office in the country. He was elected tax collector of Franklin Borough near Johnstown, Pa. He will get a percentage of all the taxes he can collect, most of it—\$400,000 in a total of \$500,000—coming in one check from one taxpayer, the Bethlehem Steel Corporation whose huge Franklin works is the biggest thing around. Tomaskovich figures to pick up \$40,000 over the next four years for just depositing that check in the bank.



THE DUKE PARADES IN WHITE TIE

The gray silk shall survive

Besides being photographed for the first time wearing glasses in public, the Duke of Edinburgh shocked London's *Tailor and Cutter* magazine by appearing at Edinburgh University in striped pants, cutaway coat and white tie. "Most unusual and hardly to be taken seriously," remarked the magazine icily. "The gray silk tie will continue to be worn." Buckingham Palace explained that the duke was conforming to a local custom for that occasion only.

Longshoreman John Crowley stood on the deck of the Norwegian freighter *Black Falcon* in Boston Harbor and watched co-workers moving drums of

sodium peroxide about the hold below. He said later: "... all of a sudden there was an explosion and flames poured up and out over the deck." Seven men died horribly, 13 more were injured. The fourth major ship blaze in the harbor since Oct. 16, it brought demands for a complete investigation.

Brownell raises a poltergeist



HARRY D. WHITE

Talking to the Executives' Club in Chicago just three days after election U.S. Attorney General Herbert Brownell Jr. charged that in 1946 former President Harry Truman had promoted the late Harry Dexter White, then Assistant Secretary of the Treasury, to U.S. executive director of the International Monetary Fund despite FBI reports sent to the White House through Major General Harry H. Vaughan that White was spying for Russia. Later White, one of the world's foremost technicians on monetary policy, was publicly accused by Elizabeth Bentley, a former Russian agent. He hotly denied it and then died suddenly of a heart attack before he could be more thoroughly examined. From Truman and Vaughan came denials that they had ever seen the reports, and also from Truman that the Republicans needed some headlines to offset the results of the elections.

As part of the airplane's 50th birthday celebration in San Diego, Calif., James W. Montee flew an Air Force jet trainer at 500 miles an hour. Mr. Montee, who learned to fly when he was 65 years old, is now 91, just 41 years older than the airplane.

In defense of postmen

The Universal Postal Union, a body that administers the world movement of mails, thinks it has solved an old problem that has been pestering mailmen—what to do when confronted with the common canine. With mock seriousness the union's official publication, *Revue de l'Union Postale*, advised: "... One must, above all, maintain one's coolness. The attacked postman will stop and put himself in the defensive position. The body inclined forward to face the dog squarely, he will fix him with a stare and in a hand before him he will hold, like a shield, the mailbag or another object. This decided attitude, accompanied by an energetic 'phooey,' imposes respect on the most aggressive dog."

A verdict in absentia

In an Italian courtroom two World War II U.S. soldiers, Lieut. Aldo Icardi of Pittsburgh and Sgt. Carl G. Lo Dolce of Rochester, N.Y., were found guilty of murder. The court found that they had killed their commanding officer,

Major William Holohan of New York, while all three were working with various underground groups behind the German lines in northern Italy. Three Italians jointly accused with the Americans were acquitted but the court held that Icardi had ordered the execution and Lo Dolce had carried the order out. The body was thrown into a lake where it was later found. The purpose of the two men, Italian witnesses charged, was to get control of the flow of arms being parachuted to the underground in favor of Communist Partisans and to seize the mission's money for themselves. Icardi was sentenced to life imprisonment and Lo Dolce to 17 years. But the men, who called the charges false, were safe in the U.S., behind court rulings forbidding their extradition.

In the Washington State Penitentiary something was wrong with the prisoners. Whole batches of them refused to get up, slumbered on in their cots. Others staggered like drunks along the sidewalks, collapsed in the dining rooms, dozed through calls to food and work, settled to the floors of the workrooms and slept. Slowly the answer turned up. A trusty, unloading a box of medical supplies, had come on a supply of nembutal sleeping pills, sometimes called "goof balls," and passed out a couple of thousand of them to his friends in the prison.



GROOM SMILES ON CAPTURED BRIDE

The sailor and the slave

In Durham, England, Tommy Flynn, a 22-year-old ship's steward, married "Jean" Kawahkib, a 19-year-old Arab slave girl. Flynn saw Kawahkib in a Basra, Iraq coffee house and spirited her away from her owner. Dressing her in man's clothes, he smuggled her aboard ship, hid her in a locker when officers came near. In England he got her ashore where they were arrested. But since their marriage made it easier for Kawahkib to become a British citizen, the worst they could expect now was temporary separation while they served short jail sentences—two months for Kawahkib for entering the country illegally and three for Flynn for helping her—before taking up the job of living happily ever after.



Is this you doing your holiday cooking . . . working, worrying, watching best pots boil over, the oven overheats, foods burn . . . hoping your dinner will turn out all right?



This Christmas put yourself in this picture . . . let a Kelvinator Range do your cooking *without guesswork*! Exclusive "Picto-Heat" Controls tell you at a glance in jewelled lights, which surface unit is on, which *part* of the unit, and the intensity of heat. "Automatic Cook" oven control ends oven-watching.

Take a Holiday from Holiday Cooking Worries with a NEW KELVINATOR Electric Range!

YES, this Christmas you can take a permanent holiday from cooking worries with this deluxe, double-oven Kelvinator "Automatic Cook" Electric Range. You can cook complete meals, without watching, including hot biscuits, with no more effort than setting the "Automatic Cook" controls.

You'll cook better meals, too. Kelvinator's built-in radiant broiler broils steaks and chops deliciously brown and tender . . . just like charcoal broiling. Surface unit and oven temperatures are so precise that you can try even the fanciest recipes without worry.

You'll cook faster meals. Kelvinator surface units are all high-speed, with one "Rocket" unit that heats red-hot in seconds . . . oven pre-heats to 350° in less than five minutes. *You'll save money* since Kelvinator will help you eliminate food waste, food shrinkage and cooking failures.

So, this Christmas ask for the finest household gift of all—a work-saving Kelvinator. Ask your nearby Kelvinator Dealer to show you how little it costs to enjoy the gift that will benefit your entire family.

Kelvinator Brings You New Accuracy, New Ease in High-Speed Automatic Cooking



MELT CHOCOLATE IN ITS WRAPPER. Kelvinator's controlled heat lets you make any low-heat dish with no danger of burning. Less pan-watching! More cooking assurance!



BRING FOODS TO A BOIL IN MINUTES. A pint of water on Kelvinator's high heat will come to a boil in 2½ minutes. Inner and outer elements are independently heated.



COOK ANY DISH—even cream sauces—without scorching. Kelvinator's 7 measured heats give you the right temperature for every dish. Double-duty units give up to 45% economy.

This Christmas—**Give Kelvinator** The gift that gives for years!

Kelvinator, Division Nash-Kelvinator Corporation, Detroit 32, Michigan.

Electric Refrigerators • Electric Ranges • Home Freezers • Electric Water Heaters • Kitchen Cabinets & Sinks • Washers, Dryers & Ironers • Garbage Disposers • Room Air Conditioners • Electric Dehumidifiers



JAMES CROW SHIPS A BARREL OF WHISKEY TO HENRY CLAY

The pioneer Kentucky distiller took great delight
in receiving orders from distinguished men of his day who considered Crow's whiskey

the finest made

OLD CROW

Kentucky Straight Bourbon Whiskey

There is one obvious reason for the overwhelming popularity of James Crow's whiskey... magnificent and unchanging Kentucky quality. In more than a century Old Crow has never deviated from its original standards. It is available today in an 86 Proof bottling as well as in the world-renowned 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"

LIGHTER,
MILDER
86 PROOF



BOTTLED
IN BOND
100 PROOF



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

Old Crow

The favorite bourbon of Daniel Webster, Mark Twain and Henry Clay now available in two great bottlings!

*In response to public demand, the
greatest name in bourbon now offers a lighter, milder,
86 Proof bottling at a lower price—as a companion
to its world-famous 100 Proof Bottled in Bond!*

If you've always preferred a lighter, milder taste in bourbon than 100 Proof Bottled in Bond, you can now enjoy it in world-renowned Old Crow. Ask for



the 86 Proof bottling, which is now on the market as a lighter, milder companion to the celebrated Old Crow Bottled in Bond.

As you know, the distinguished history of Old Crow parallels the exciting history of our great republic. More than a century ago James Crow's famous whiskey elicited high praise indeed from the important men of his day—and men of every social station who had a taste for truly fine bourbon.

Carried by pack mule, shipped by "iron horse" and by clipper ship, Old

Crow was enjoyed from coast to coast. It was one of the wonders of America revealed to Charles Dickens when he visited here. And whether it was poured from an elegant decanter in Boston, a plain clay jug in Kentucky, or from its original barrel far out in the Territories, the ambrosial delight of James Crow's bourbon made it the most sought-after whiskey in the nation.



Today, over a century later, it is equally in demand. And, with this announcement, it will be even more sought-after.

Whether you prefer the lighter, milder 86 Proof bottling, or the superb 100 Proof Bottled in Bond, do as

Daniel Webster, Mark Twain and Henry Clay did in the past. Ask for Old Crow, and you will drink the finest Kentucky bourbon ever put into glass.



☆☆☆

NOW—TWO GREAT BOTTLINGS!

86 PROOF

Kentucky Straight Bourbon Whiskey

Celebrated Old Crow — lighter,
milder and lower-priced than the
100 Proof Bottled in Bond

☆☆☆

BOTTLED IN BOND

100 PROOF

Kentucky Straight Bourbon Whiskey

The most famous of bonded bourbons available as usual





OLD FOUR TOE first appeared in LIFE with General Van Fleet holding up the paw with missing claw. He was a 1,950 pounder with an 11x12-foot skinspread.

4-TOE ON 5TH AVE.

Van Fleet's trophy bear winds up in store window

Last summer General James Van Fleet fulfilled a lifetime ambition by bagging a magnificent brown bear while hunting in Alaska (LIFE, July 20). Dubbed "Four Toe" because of a missing claw, the bear went to a taxidermist to become a rug while the general took up duties as chairman of the Korean Foundation. While shopping in New York one day, General Van Fleet offered to lend the rug to his old uniform makers, Rogers Peet, as a window display, and last month "Four Toe" together with an Eskimo polar bearskin turned up as a Fifth Avenue display. Dropping around, the general obliged news photographers by climbing into the window with the skin. To his surprise he observed that "Four Toe" was sporting the missing digit (the taxidermist had accidentally slipped one on) and to his dismay that the fur had become matted in transit. To New York passers-by recognizing a famous face, it looked as if a distinguished general had gone window dresser.

NEW YORK PEDESTRIANS STOP BY FIFTH AVENUE WINDOW TO WATCH GENERAL FONDLE TROPHIES. DARK BEAR HE SHOT, POLAR BEAR WAS ESKIMO GIFT



Everything you need for a perfect homemade pumpkin pie is right on this page*



*Except the liquid which you add

Put them together in 16 minutes

Pillsbury Pie Crust Mix makes the flaky, tender crust that really makes the pie—and all you add is water. Flakier every time because it's made by Pillsbury's exclusive Chill-Blended process. That's your crust (such crust!). So now for the filling.

Comstock Pumpkin Pie Mix makes a pie with a real old-fashioned flavor—just the right amount of spice. All you do is open the can and add milk (fresh or evaporated). Everything else is right in the mix—eggs, spices, sugar, salt. One can fills a big pie. And what a pie! Get the easy makings today.

Comstock Pumpkin Pie Mix. All you add is milk (fresh or evaporated).



Pillsbury Pie Crust Mix. All you add is water.



Save Money! Buy Giant Sizes

COLGATE PALMOLIVE & 'VASELINE' Toiletries

JUST LOOK AT THESE SAVINGS! All these famous Colgate Palmolive and 'Vaseline' products are on display at Toilet-Goods Counters through-

out the country. Look for the GIANT DISPLAY of GIANT SIZES. Ounce for ounce they cost far less than regular sizes. Stock up now, and save!



COLGATE DENTAL CREAM— Now! One brushing with Colgate Dental Cream removes up to 85% of decay and odor-causing bacteria! Economy Size63¢

YOU SAVE 14¢



LUSTRE-CREME SHAMPOO— Beautiful hair is kept at its loveliest with Lustre-Creme Shampoo. Used by famous Hollywood stars for glamorous hair! Economy Size \$2.00

YOU SAVE \$1.24



RAPID-SHAVE AEROSOL LATHER— New lather bomb! For rapid shave, just press. Instant lather at your fingertips. Faster shaves—and smoother, too! Save time Save your face!

GIANT SIZE 79¢



'VASELINE' HAIR TONIC— Hair looks better . . . scalp feels better when you check DRY SCALP with 'Vaseline' Hair Tonic! Giant Size83¢ (plus tax)

YOU SAVE 64¢



HALO SHAMPOO— "Soaping" dulls hair—Halo glorifies it! Yes, Halo reveals the hidden beauty of your hair! Giant Size89¢

YOU SAVE 36¢



LUSTRE-CREME SHAMPOO IN LOTION FORM— Famous Lustre-Creme in new easier-to-use lotion form. Leaves hair more shining, wonderfully fragrant, never dull or dry. Economy Size \$1.00

YOU SAVE 41¢



COLGATE CHLOROPHYLL TOOTHPASTE— New, exclusive Colgate formula gives the full benefits of chlorophyll to destroy bad breath originating in the mouth. Economy Size89¢

YOU SAVE 34¢



'VASELINE' CREAM HAIR TONIC— Contains Viratol—a special compound to give hair a natural, fresh-combed look that lasts all day! Homogenized for easy flow. Giant Size59¢ (plus tax)

YOU SAVE 8¢

VETO CREAM DEODORANT, Economy Size, 59¢ (plus tax), SAVES YOU 13¢ ★ VETO SPRAY DEODORANT, Deluxe Size, \$1.00 (plus tax), SAVES YOU 25¢

COLGATE BRUSHLESS and PALMOLIVE BRUSHLESS SHAVING CREAMS, Giant Size, 47¢, SAVES YOU 14¢

PALMOLIVE LATHER and COLGATE LATHER SHAVING CREAMS, Giant Size, 53¢, SAVES YOU 17¢



EXPERT HUNTER, Van Fleet positions bear, which he ordered mounted with mouth shut. "Snarl looks okay on a tiger, unnatural on a bear," he said.



AMATEUR PHOTOGRAPHER, the general squats outside store for shot of window display. Outcome of picture is uncertain: film is still in camera.

EMERSON 21" SPACE-SAVER MODEL 740



"PATENT APPLIED FOR"

Now! A TV Picture So Clear, So Sharp ...you'll think you're at the movies!

Space-Saver 21-inch Models. Here's what the whole TV industry has been striving for—the largest picture in the most compact cabinet, and it's yours with Emerson!

Fringe Reception. Whether you live in a steel skyscraper or many miles from a station, Emerson's Dynapower Chassis brings you a movie-perfect picture!

Emerson Miracle Picture Lock. No fading, no flickering, no "ghosts"—thanks to the exclusive Emerson Miracle Picture Lock which holds the picture steady at all times.

Every Emerson Ready for UHF. Every Emerson has built-in antenna. There are 44 distinctive models to choose from, priced as low as

\$149⁹⁵

Prices include excise tax and warranty.

**ANOTHER ENGINEERING
MIRACLE BY EMERSON!**



THE SECRET!

Emerson's exclusive, revolutionary *side controls* make possible the Space-Saver Cabinet: the front is all screen, a big 21" picture in the slimmest, trimmest cabinet ever built—all wood, in blonde, mahogany, other fine finishes.

☆SEE RALPH BELLAMY IN "MAN AGAINST CRIME"☆



REG. U. S. PAT. OFFICE.

Emerson

EMERSON RADIO & PHONOGRAPH CORP., N. Y., U.S.A.

America's Best Buy! Over 14,000,000 satisfied owners



Delsey is fine and
firm and soft
-like Kleenex tissues

Just as you know there is only one Kleenex*, so too you'll discover that of all toilet tissues new Delsey* alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Don't you think *your* family deserves this new, nicer tissue? Ask for Delsey at your favorite store. If Delsey is not on hand, have them order it for you.



Tears clean at a touch!

No shredding, no waste with Delsey. It's "clean cut" (a Delsey exclusive) to tear evenly, last longer!

*T. M. REG. U. S. PAT. OFF.



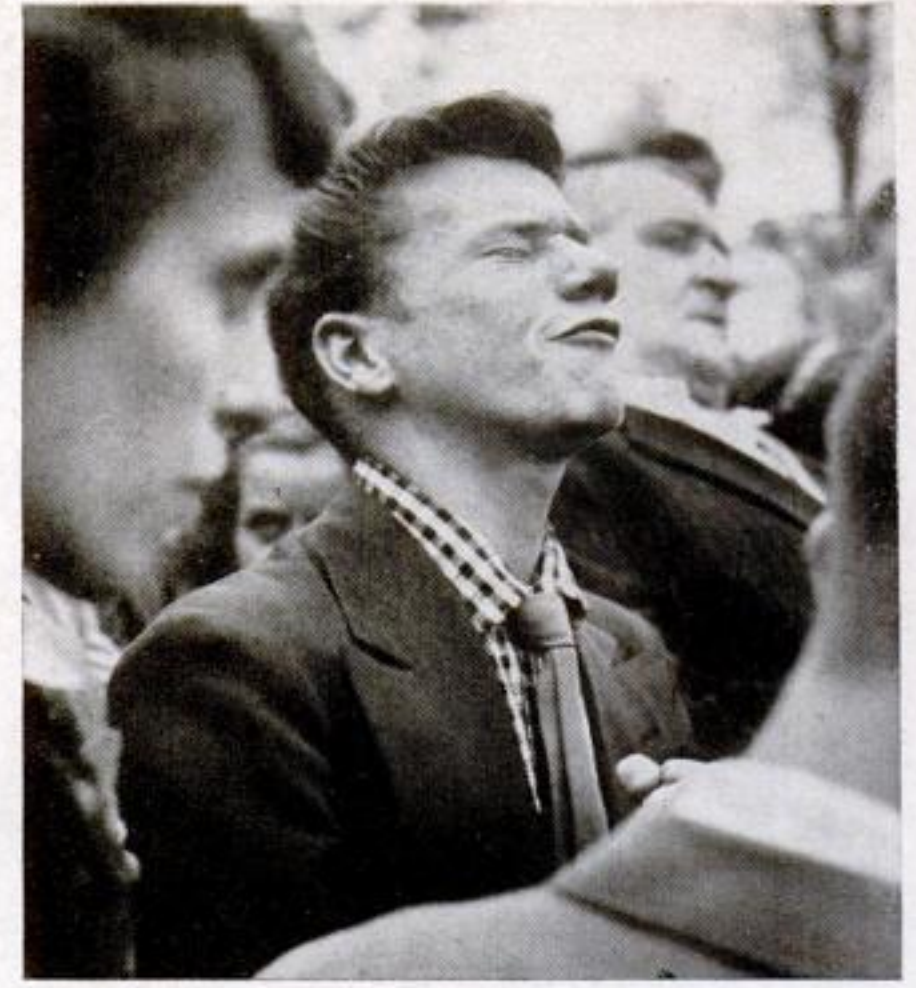
FOUR OF THE GIRLS WHO "SAW" VISION KNEEL BEFORE BUSH. FROM LEFT: MARGARET BURNS, 14, MARY HAGERTY, 12, ROSEANN PINTO, 14, CAROL BURNS 12

SOME SCHOOLGIRLS AND A VISION

A 'miracle' of the Virgin appears in a park in Philadelphia and turns a shrub into a shrine

One evening eight weeks ago three girl pupils from St. Gregory's Roman Catholic parochial school sat chatting on a bench in Philadelphia's Fairmount Park. Suddenly one of the trio, 14-year-old Roseann Pinto, told her friends to look at a nearby privet bush. "I don't know what made me look at it," Roseann said later, "but the whole bush was lit up and I saw an outline of a woman." Her chums too said they saw the vision. Next night the youngsters returned, bringing two others. This time, as they kneeled, Roseann said, "The Blessed Mother came right at us. She had on a white gown and a bluish veil." All five said they felt a breeze coming from the bush. All but one (who had a cold) said they smelled roses.

Although Roseann's mother came and saw nothing, word of the children's experience generated excitement throughout the area. Thousands have visited the "miracle bush." Some say they have seen the vision, some of the sick and halt say they have had relief. The pilgrims have left a welter of offerings at this impromptu shrine, including rosaries, flowers, discarded canes and shoes, necklaces and—thus far—over \$3,000 in cash. Catholic Church authorities in Philadelphia have not commented on the manifestations. The parish priest told Roseann's mother the vision could be a "mass hallucination. But maybe they did see it. And isn't it wonderful that children can get people to congregate in prayer."



PRAYER FOR CRIPPLE George Bender (*below*), who came in a wheelchair, is led by a worshiper.



CRIPPLE WALKS for the first time, he says, in four years. He had a hip ailment "like Godfrey's."



MADONNA OF THE TREES, outlined by dots, was seen by some worshipers in branches hanging

over shrub. Bush itself is now so hung with devotional objects that no one can discern vision in it.



SUNDAY THRONG of 20,000 crowds into park, queueing up three abreast in a line 500 feet long. This picture was taken from up in trees (*top of page*) near

bush. Park has erected "In" and "Out" signs, put fence around the shrine. Offerings bedeck the hedge, now stripped by souvenir hunters of most of its foliage.

You'll never miss with *Libby's*



Libby's 3 EASY STEPS

1 Make the crust with your own favorite recipe, or use one of the fine *piecrust mixes* that are the quick, *sure-success* way to flaky piecrusts. But when it comes to the *filling*, you'll certainly want to get the *one* Pumpkin that insures a perfect pie. That means *Libby's*.



2 Be sure (absolutely!) to get *Libby's Pumpkin*, because it's made from specially cultivated "*pie pumpkins*," and packed *Libby's* tried-and-true way to give you velvet-rich, custard-like fillings every time. (Never, *never* a "dry" pie or a "runny" filling with *Libby's*!)



3 Follow the prized recipe on the back of *Libby's Pumpkin* label. It gives you the perfect proportions of eggs, sugar, spice, and milk which, along with *Libby's Pumpkin*, are bound to give you a pie that's mellow as a harvest moon!

Libby's comes in 1-pie and 2-pie sizes.



LIBBY, McNEILL & LIBBY
CHICAGO 9, ILL.



YOU CAN HAVE

more fun cooking

THAN MOTHER EVER COULD!

It's so much
easier and quicker
with the new
foods and appliances

Betty Crocker
of General Mills

What a difference the ready-mixed and ready-to-eat foods have made! And the modern appliances that practically *think* for you. There's so much less work, and less guesswork, today.

Many of these good new things have come from General Mills—some right out of our experience in my Betty Crocker kitchens.

The new General Mills appliances, for example. You can imagine we had plenty of ideas about them, what with all the cooking and baking and recipe-testing we do. *Practical* ideas, too, that make the appliances easy to use, easy to clean—and the right sizes for family cooking. Even ideas for the clever features that control temperatures and timing so you can be sure of perfect results.

Then those modern foods we've developed at General Mills! Uniform flours you can count on *every* time—special flour for cakes, and new, easy ways to bake them. Ready-to-eat cereals. Modern prepared mixes that can make an expert baker out of a beginner the very first try.

It seems to me like a whole new world of cooking. More fun to plan. More fun to *do*. And more fun eating, too, I promise!



An extra-high pop-up is a handy feature we developed for our General Mills Automatic Toaster, because people like to toast all the sizes and varieties of bakers' bread. You won't have to fish for the small ones here! Ever try this "Strawberry Shortcake" made right at the table, with hot buttered toast, berries and whipped cream? A wonderful idea!



Modern foods and

WHEATIES, KIX, CHEERIOS, BISQUICK, GOLD MEDAL AND SOFTASILK FLOURS,



Exact beating time is so important in fine modern cakes like this Neapolitan. That's why our new General Mills Food Mixer has a built-in timer (it's the only mixer that has). You don't have to guess to get perfectly blended batter—and cakes as proud as this Double-Quick beauty made from Softasilk. Want to write me for the recipe?



One secret of delicious doughnuts and other deep-fried foods, we found, is keeping the fat at the proper temperature and not trying to fry too much at a time. So we worked out a Tru-Heat control for the new General Mills Fryer-Cooker... and the most efficient size to maintain an even heat—and save fat, too. Directions for these easy Bisquick Doughnuts come with the Fryer-Cooker.



To keep a family full of pancakes we designed our General Mills Grill-Waffle Baker real family size. You can change the grids in seconds with a flip of the latch. The recipe for these chiffon-light Puff Pancakes is right on the Bisquick box.



Only a really clean pot makes really good coffee. That's why we designed the new General Mills Automatic Coffee Maker with a big, wide top and a shallow well for easy cleaning. With your coffee, try this new double-quick coffee bread. The recipe's right in your sack of Gold Medal flour.



modern methods from General Mills

BETTY CROCKER MIXES, FLOURS FOR BAKERS, HOME APPLIANCES, O-CEL-O SPONGES, and other fine products

HOME OF *Betty Crocker*



FIRST BATCH OF BALLOONS CLING TOGETHER AS THEY DROP TOWARD BALLET DANCERS ON CIRCULAR STAGE SET IN THE CENTER OF THE CIVIC AUDITORIUM

FOL-DE-ROL

2,500 balloons drop down on opera party

For the 6,000 people who paid nearly \$20,000 to attend it, the biggest splash of the San Francisco "Opera Ball and Fol-de-Rol" was not the performance of the city opera company, or the ball which followed, but a big bunch of balloons. As finale to the entertainment, 2,500 balloons were dropped over the stage. Guests, delighted at the descent, were even more delighted at the chance to pop balloons with their high heels and cigarets.

JUST AFTER LANDING, BALLOONS CASCADE ACROSS THE STAGE AND SPILL OUT AMONG GUESTS SEATED AT RINGSIDE TABLES WHICH COST THEM \$200 APIECE





WHERE TO START? Roy Rogers ponders over the products bearing his name, including such varied items as wearing apparel, room furnishings, toys and novelties.

ROY ROGERS SHOOTS FOR SANTA

Roy Rogers, "King of the Cowboys", faced a problem recently that never would have occurred to any of his radio, television or motion picture script writers...how to photograph all the merchandise bearing his name shown in this special advertisement.

To show the Roy Rogers clothes and toys in use, Roy and Dale Evans, his wife and co-star, rounded up young professional models for a day of shooting at his San Fernando Valley Ranch.

Millions of American youngsters of the past decade, at one time or another, have saddled a saw-horse, drawn the rope-rein tight, called it "Trigger", and ridden on to imaginative, exciting Western adventure patterned after their hero, Roy. The professional models proved no exception. No sooner had Roy and Dale fitted them out with authentic Western props

available under the Roy Rogers label, than the models became typical American kids. Gone was the shooting schedule. Camera angles were forgotten. The ranch became the setting for an impromptu Western show, filled with wholesome fun and reality in which Roy, Dale and even Bullet gladly joined.

On this and the following pages, is a candid record of the day's doings—a day that proved beyond a doubt that kids, everywhere, want the authentic Western clothes, toys, books and things that bear the name and endorsement of Roy Rogers, "King of the Cowboys". This section illustrates the most popular of the Roy Rogers items, all carefully selected to delight the child and to assure you that the gift you give is the gift that's wanted by the youngster on your Christmas list.

AN ADVERTISEMENT OF ROY ROGERS ENTERPRISES CONTINUED ON NEXT PAGE



WILL IT FIT? Roy lines up some of the models for a try-on session before shooting begins.



HOW'S IT DONE? Roy Rogers shows an admiring youngster the art of twirling a gun.

COLORFUL DESIGNS by Western Art for play or dress-up. Felt Bolero \$1. Satin Tie with metal cuff slide 69c. Multi-colored 25" Roy Rogers Satin Kerchief \$1. Clip-on Western style Satin Tie 69c.

FRONTIER SHIRTS by Rob Roy in cotton broadcloth or cotton suede flannel. Plaid or Fringe yoke styles. Lined cuffs and yokes. Slash-through pockets lined with contrasting color fabric. Sizes 2-12. \$2.99.

FESTIVE WESTERN by J Bar T. Sanforized cotton gabardine Roy or Dale suits. Embroidered yoke. Sizes 2-12. \$10.95. For the younger deputy, embroidered denim with attached holsters. Sizes 2-6X. \$7.95.

RANCHJAMA by Allison for nighttime cowhands. Stay-snug cuffs, anklets and waist band. Colorfast. Combed cotton. Full color action pictures of Roy and Trigger on top. Sizes 4-12. \$2.59.





WESTERN SWEATERS AND JACKET by Pauker. Roy Rogers designs front and back. Sizes 4-12. Short sleeve cotton pullover \$1.79. Cotton cardigan coat sweater \$1.95. Poplin zipper jacket with studded yoke \$3.95.



COTTON T-SHIRT, SWEATSHIRTS by Norwich with interlock collars, reinforced seams. Bold, contrasting color Roy Rogers designs. Sizes 2-12. T-Shirt 69c. Sweatshirt \$1.19. Tumble Tweed Sweatshirt \$1.29.



HATS THAT TURN DUDES INTO COWHANDS by Sackman Bros. Nine different styles in felt or straw. Roy Rogers or Dale Evans hat band. Laced or bound brims. Adjustable chin straps on some. All sizes. 98c-\$2.95.



LIVELY FEET PREFER ROY ROGERS SOCKS by Chester H. Roth. Soft, spun cotton plus nylon reinforced heel and toe mean extra wear. Packed 4-pair of assorted colors to a package. Sizes 6-10½. Per pair, 25c.



BUNKHOUSE BOOTS by Illinois Glove Co. 100% wool sock. Split cowhide sole. Real goatskin trim. Foam rubber innersoles. Sizes 7-8-9. Roy-Dale style, \$2.50. Thunderbird Metallic Yarn style, \$2.95.

TURNABOUT as Roy gets "captured and disarmed" by the children when they stage an impromptu Western show. Roy took time out from his busy schedule to play and talk with the youngsters.



Photographs by Lee Green

THE KIDS HAD FUN

Give a youngster authentic Western wear and toys, bearing the brand of Roy Rogers or Dale Evans, and the West lives again. It happens every day all over America, and it happened to Roy and Dale. The ranch in the San Fernando Valley came alive with shouts and laughter.

Even when the work day was interrupted for such things as school and lunch, heroic cowboys were still dreaming of adventure-packed wide-open spaces while young Dale Evans' stood beside them ready to face any danger in upholding law and order. It's surprising how

the proper gear can make a cowhand. The kids had fun.

The youngsters in your life will have fun with any of the Roy Rogers items illustrated on these pages. On sale at most stores, each item has been carefully selected for quality and value with an eye toward brightening the joyous smile of happiness on Christmas morning. To please the youngsters, make up your Christmas list right now, from the items illustrated on these pages, and do shop early. Roy Rogers merchandise is so popular, it may be in short supply. By shopping early you can avoid any possible disappointment.

AN ADVERTISEMENT OF ROY ROGERS ENTERPRISES CONTINUED ON NEXT TWO PAGES



FRONTIER PANTS AND JACKET by Wm. Schwartz & Co. Washable cotton cavalry twill. Genuine suede trim jacket. Jacket sizes 2-7 (\$8.95) 4-12 (\$9.95) Pants sizes 2-7 (\$4.95) 4-12 (\$5.95).



SUIT'EM WESTERN by Sackman Bros. Roy or Dale cotton outfits with gun, holster, lariat, tie, plaid trimmed shirt and chaps-slacks or skirt with never-wrinkle plastic fringe. Sizes 4-14. \$4.95.



FRONTIER 45 DENIM JEANS AND JACKET by Blue Ridge. Heavy 11 oz. sanforized blue denim. Leather Roy Rogers tag. Sold as set or separates. Sizes 4-12. Each, \$2.79. Denim 8 oz. outfit, each piece, \$1.98.



ELASTI-GLASS RAINWEAR by S. Buchsbaum. Holster-pistol snap closures on Roy style. Attached hood on Dale style. Sizes 4-12. Elasti-Glass Helmet 59c. Elasti-Glass Boots \$1.98. Elasti-Glass Raincoats \$2.98.



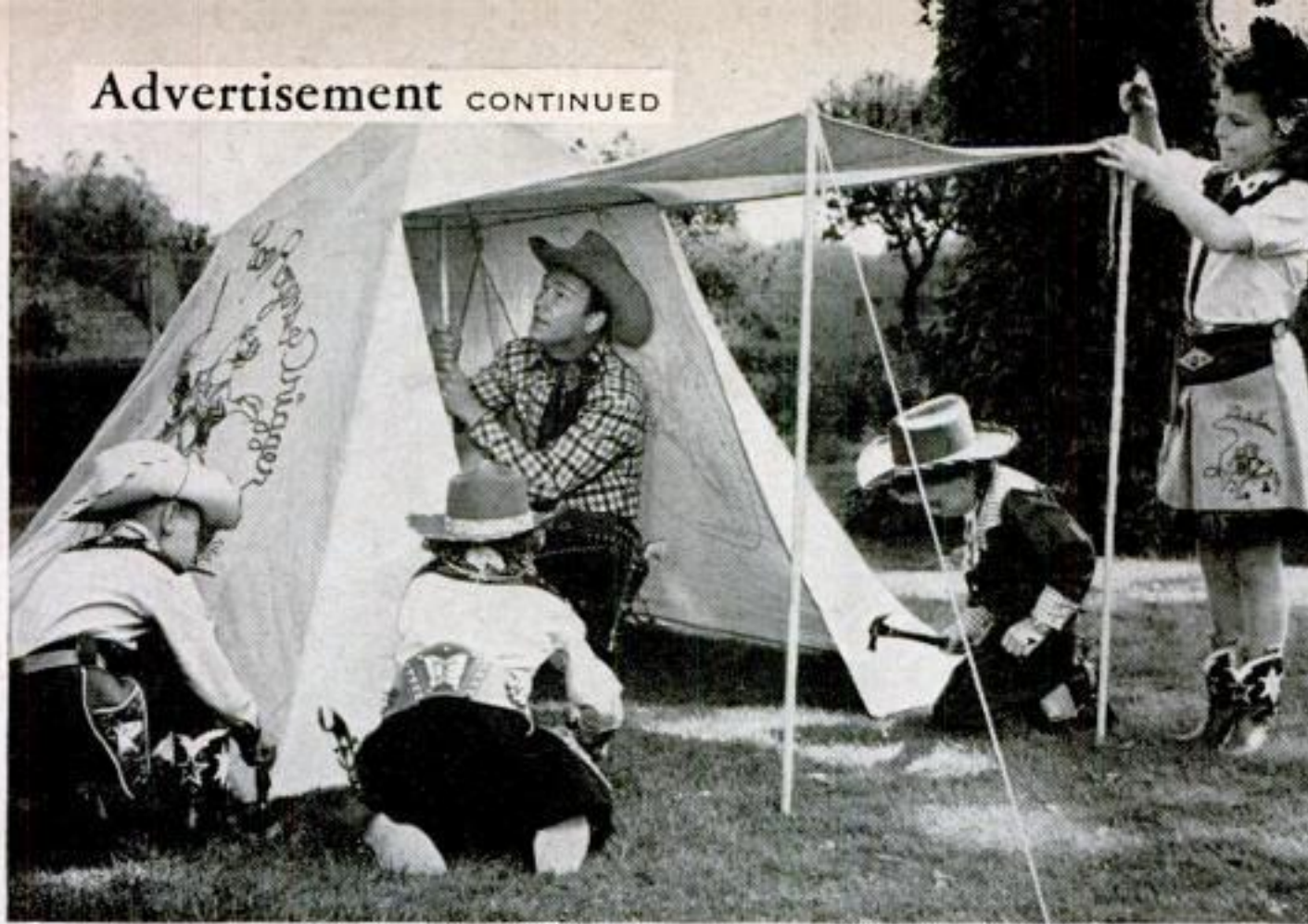
FLANNEL PAJAMAS FOR COWBOYS AT CURFEW by NiteKraft. Sanforized. Solid color. Contrast print Western style yoke and cuffs. Embroidered Roy Rogers and Trigger design on pocket. Sizes 4-12. \$2.95.



KNIVES by Ulster. High-carbon steel. Red plastic handles. Three multiple-use blades in each knife. 3½" Pocket Knife \$1.98. 7¼" Hunting Knife on leather sheath with precision compass \$2.98.



SCHOOL WAS FUN as the children studied outdoors with Roy and his dog looking on.



STAGE SETTING WAS FUN as Roy Rogers found eager helpers among his young friends.



STUDYING WAS FUN as Roy Rogers helps a child with his readin', ritin', and 'rithmetic.



ROY AND DALE handled the "chuck wagon", serving generously each time around.



FELT SLIPPERS by S. Goldberg & Co. Heavy felt with gaily colored design. Cowboy Boot with attached spurs and Dale Evans Jodphur Moccasin in sizes 5-2. Roy Rogers Moccasin in sizes 8-2. \$1.98.



COMFORTABLE MOK-SANS by Tex Tan. Full-grain, heavy glove leather cowhide. Leather insole and laces. Felt innersoles. Double reinforced heel. Scalloped cuff. Perky Roy or Dale designs. Sizes 8-3. \$2.98.



BOOTS LIKE ROY'S AND DALE'S by Tex Tan. Double stitched seams for strength and inside smoothness. Rubber heels. Pull straps. Sizes 8½-3. Dale Evans Star style \$10.95. Roy Rogers Thunderbird style \$12.95.



ROY AND DALE WATCHES AND CLOCKS by Bradley Time. Guaranteed. Leather straps or stainless steel expansion bracelets. \$4.50-\$6.95. 40-hour Alarm Clock. Roy and Trigger gallop at each second's tick. \$3.95.



DOUBLE HOLSTER SET by Classy Products. Two-tone leather. Double strap design. Roy's name printed on belt. Wooden bullets. RR studs around embossed top-grain leather holster pockets. Adjustable belt. \$4.95.



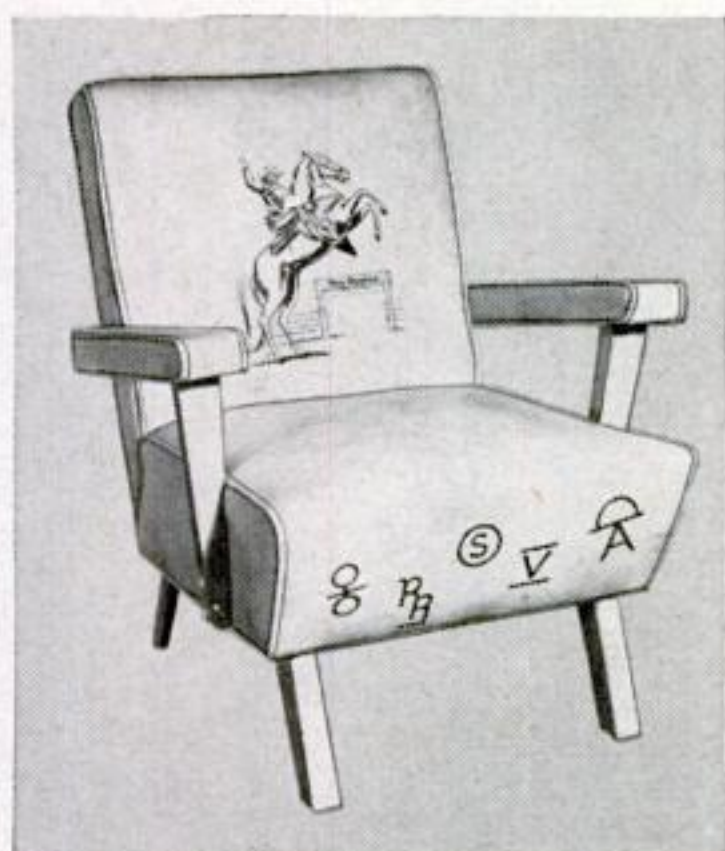
DELUXE HOLSTER SET by Classy Products. Just like Roy's. Top-grain cowhide, hand tooled effect embossing. Wooden bullets and nickel studs cover entire length of belt. Adjustable straps on belt. \$10.95.



SHOOTIN' IRONS AND SPURS by George Schmidt. Cap or non-firing guns. Precision tooled. Rust-proof chrome or nickel plate. Roy's signature below chamber. \$1-\$1.79. Spurs with real leather straps \$1.49-\$1.98.



VIEW-MASTER® by Sawyer's. Roy Rogers "comes to life" in realistic, full color, 3-D stereoscope pictures. 7 action packed, stereo scenes in each reel, 35¢. 3 for \$1. View-Master viewer, an ideal gift, \$2.



TV CHAIR by Les Brown. Sturdy kiln-dried wood frame. Blonde lacquer finish. No-sag spring seat. Western brands and rearing Trigger design on plastic covering. Seat 16" x 16", back 25" high. \$14.50.



GALLOPING FUN ON "TRIGGER" the mechanical ride by Exhibit Supply. Now being placed in stores everywhere. Your child will love the realistic, safe, double-gaited ride. Full minute ride, 10¢.



WARMTH ON HAND by Illinois Glove Co. Lined or unlined top-grain leather. Leather fringe gauntlet. Metal Roy Rogers signature on cuff. Some cuffs studded and jeweled. Sizes 5-6-7-8. \$1.95-\$2.95.

A DAY TO REMEMBER

It's always a day to remember when you see the youngsters in your life eagerly accepting the "things like Roy's" and the "things like Dale's" they've often dreamed of having for their very own. Making such dreams come true is part of the joy of giving.

You can delight the youngsters at Christmas with any of the Roy Rogers items illustrated on these pages. Most of them are available in stores in your own community, but for your convenience, see the list below.



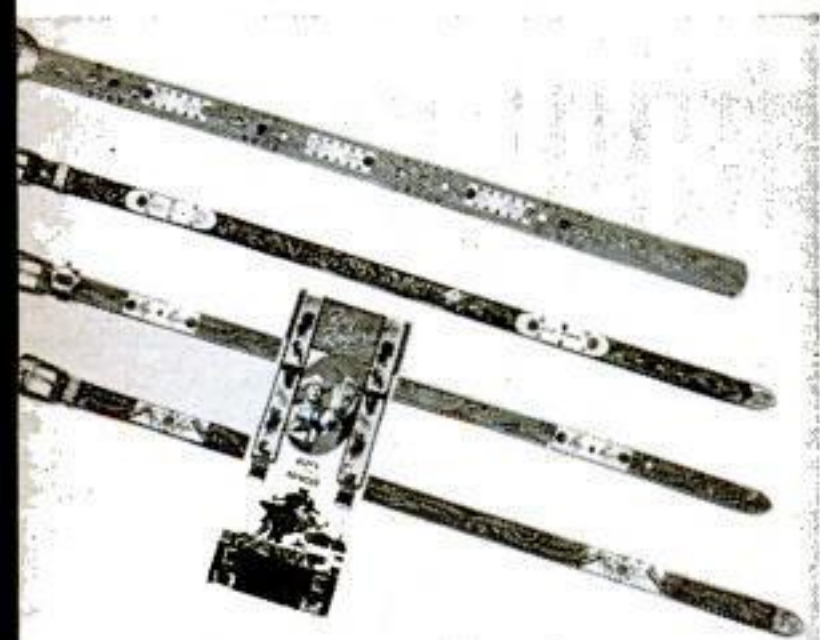
CHENILLE BEDROOM ENSEMBLES by Polly Prentiss. Bedspreads (full, twin or youth sizes) \$6.95-\$9.95. Matching drapes 36"x 90" \$6.95 pr. Rug to match in 3 sizes, non-skid, rubberized Latex back \$3.98-\$8.98.



FOR UNDER COVER COWBOYS by Fieldcrest. Roy Rogers Blankets. Large, hemmed, double woven cotton and rayon Jacquard. Contrasting two-color Western mural designs. The nicest of cover-ups. 66"x 80". \$4.98.



ROY AND DALE BOOKS AND PICTURE PUZZLES by Whitman Publishing Co. A large assortment of Coloring Books, Cut-Out Doll Books, Fiction Books and Picture Puzzles to delight children of all ages. From 15c.



STEERHIDE BELTS by D. H. Neumann Co. Tooled, studded and jeweled with multi-colored stones. Embossed designs on silver or gold colored buckles. Sizes 22-32. \$1-\$1.95. All-elastic suspenders, 79c.



SIGNAL SIREN FLASHLIGHT by Usalite. 2-cell focusing. Signal siren in cap. 3-way switch. Button for signalling in secret code. Metal case in full color. Removable lens for steady light. 98c less batteries.



SHOOTING'S OVER. Roy, Dale and all the youngsters say their farewells after a full day of shooting...one that won't be forgotten by any of them too soon.

ROY ROGERS PLEDGE TO PARENTS

This item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality any merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that this item is an authentic value.

Ray Rogers



TUNE IN "THE ROY ROGERS SHOW" EVERY WEEK
NBC-TV and RADIO — Sponsored by Post Cereals

HEADQUARTERS FOR ROY ROGERS MERCHANDISE

These and other **LEADING STORES** everywhere

(All prices are approximate and some slightly higher in the West)

ATLANTA, GA. Rich's, Inc.	INDIANAPOLIS, IND. L. S. Ayres & Company
BIRMINGHAM, ALA. Pizitz	MINNEAPOLIS, MINN. Powers
BOSTON, MASS. Jordan Marsh Company	NEW ORLEANS, LA. Maison Blanche
BROOKLYN, N.Y. Abraham & Straus Brooklyn, Hempstead, Garden City	NEW YORK, N.Y. Gimbels
BUFFALO, N.Y. Wm. Hengeler Co.	PHILADELPHIA, PA. Gimbels
CHICAGO, ILL. Carson, Pirie, Scott & Co.	PITTSBURGH, PA. Joseph Horne Co.
CINCINNATI, O. Shillito's	PORTLAND, ORE. Meier and Frank Co., Inc.
CLEVELAND, O. The Higbee Company	PROVIDENCE, R.I. The Outlet Co.
COLUMBUS, O. F. & R. Lazarus & Co.	RICHMOND, VA. Thalhimer's
DAYTON, O. Rike Kumler Co.	SALT LAKE CITY, UTAH Auerbach's
DENVER, COLO. The Denver Dry Goods Co. Denver, Cherry Creek	SAN FRANCISCO, CAL. The White House Raphael Weill & Company
DETROIT, MICH. Crowley's	SEATTLE, WASH. Rhodes of Seattle
FT. WAYNE, IND. Wolf & Dessauer	WASHINGTON, D.C. The Hecht Co.
HOUSTON, TEXAS Foley's	Washington, Silver Spring, Parkington

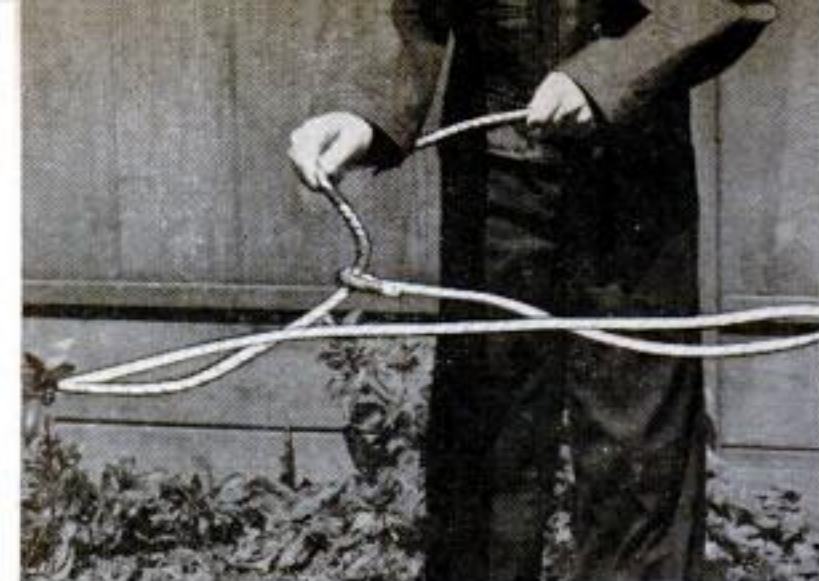
NATION-WIDE

Sears, Roebuck & Co. Retail Stores Sears' Christmas Mail Order Catalogue
Sears Catalogue Order Offices

CANADA

Canadian manufactured Roy Rogers items available at Simpsons-Sears, Ltd.

ROY ROGERS ENTERPRISES



DELUXE TRICK LASSO by Knox-Reese. Glows in the dark! Fascinating. Entertaining. Educational. Holds a child's attention for hours as he learns new tricks. Welcome to every young cowhand. 98c.



NELLY BELLE JEEP by Sherwood Toys Co. Just like Pat Brady's. Many play features. Durable. Heavy gauge steel. 2-seat levels. Ball bearing rear axle and push rods. Semi-pneumatic tires. 10" wheel. \$29.95.



LIGHTWEIGHT LUNCH KIT by American Thermos. A hit with every Roy and Dale fan. Full color pictures on kit, half-pint vacuum bottle. Air vents keep food fresh. Ample room for lunches \$2.49.



CAMERAS AND BINOCULARS by Herbert George. Flash Camera with telescopic sight \$4.49. 3-Power Binoculars with genuine American Optical lenses \$2.98. All Aluminum Telescope, 5-power, 2-section, \$1.29.



QUALITY TENTS by Hettrick with hand-stenciled Roy Rogers design. Ample room for play. Umbrella Tent 6'9"x 6'9" base, 5' center, 4' wall. \$11.50. Teepee Tent 4'6"x 4'6" base, 4'9" high. \$6.75.

TV CAMERAS GUARD HOUSTON JAILBIRDS

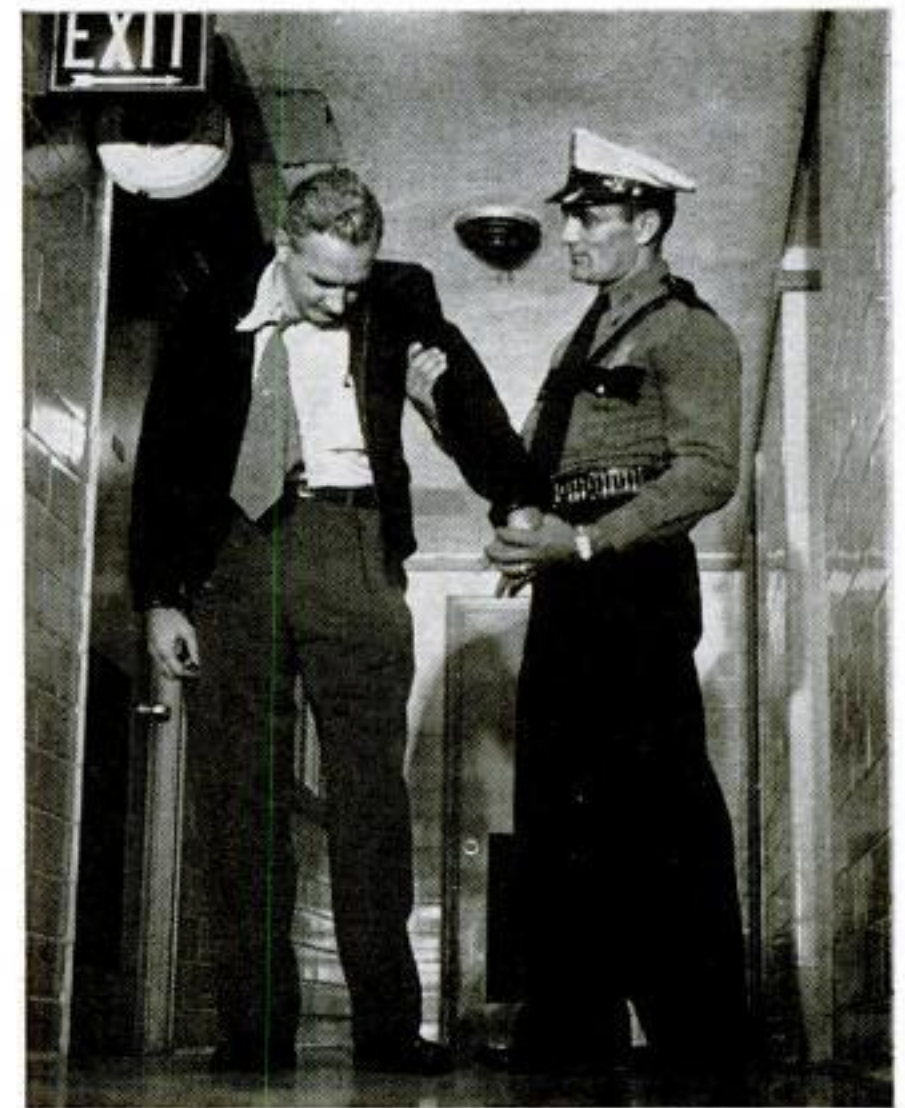


SCENE IN CELL is transmitted to control monitor below by one of fixed cameras in Houston jail.

Private system lets chief keep an eye on cops and cons alike

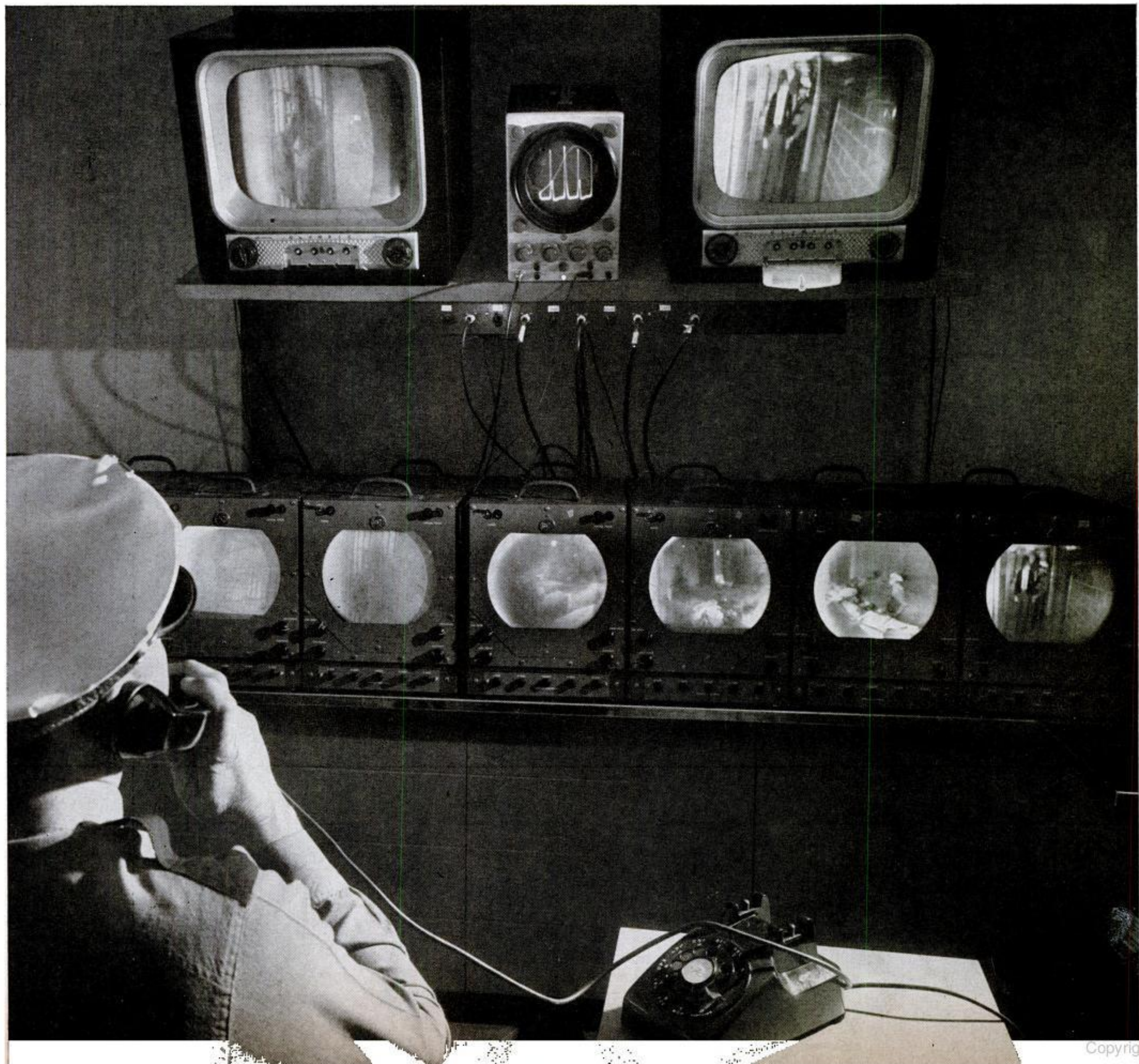
For the past three months, Houston's city jail has been using a closed circuit (not broadcast) television system to help guard its prisoners. With it, guards and officials can tune in scenes from strategic points scanned by eight fixed and portable cameras. Most significant result so far is a disappearance of incidents between guards and prisoners and between prisoners, all of whom are strangely shy and better behaved under the impersonal but baleful camera eye than in the face of direct threat.

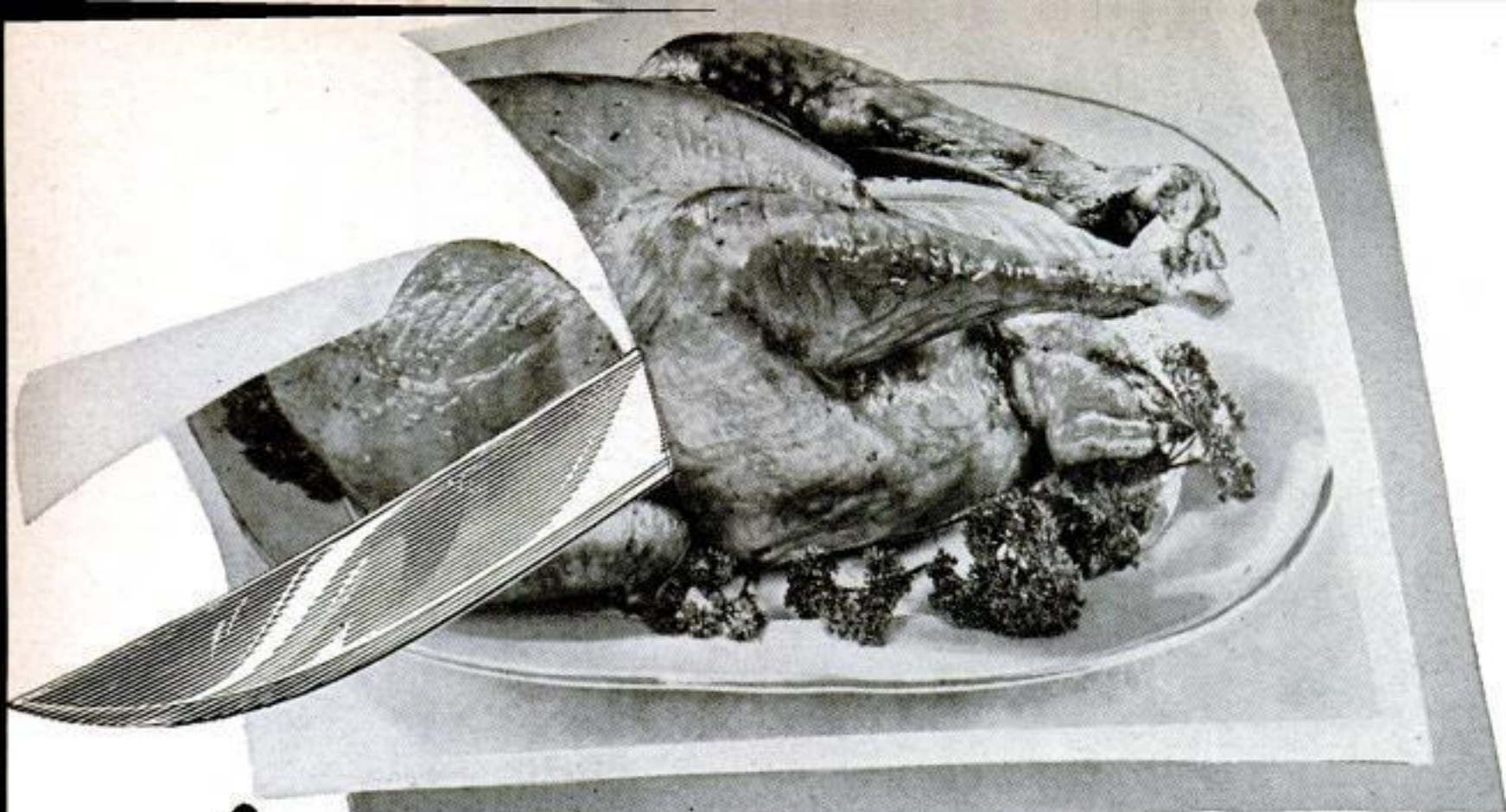
Houston's jail TV, world's first, has stirred interest among penologists, but has also made uneasy some who know George Orwell's novel, *1984*, and saw the recent TV production of it (LIFE, Oct. 5). Remembering Orwell's nation in which police keep a TV eye on everybody, citizens may find in Houston's jail TV a worrisome echo of "Big Brother is watching you."



CORRIDOR SCENE is taken by portable camera. Cops hate TV, call it "the automatic stool pigeon."

IN CENTRAL CONTROL ROOM COP SWITCHES TWO SCENES ABOVE TO BIG SCREENS (TOP). LOWER SCREENS ARE HOOKED UP TO TV CAMERAS THROUGHOUT JAIL





Any way you slice it!



You get More Flavor and More Turkey,
with No Watching, No Oven-Spattering
... Roasting it in

The very first juicy slice tells you REYNOLDS WRAP seals in *all* the flavor. And it makes possible *high-heat roasting*... quicker, with no basting. Here's how:

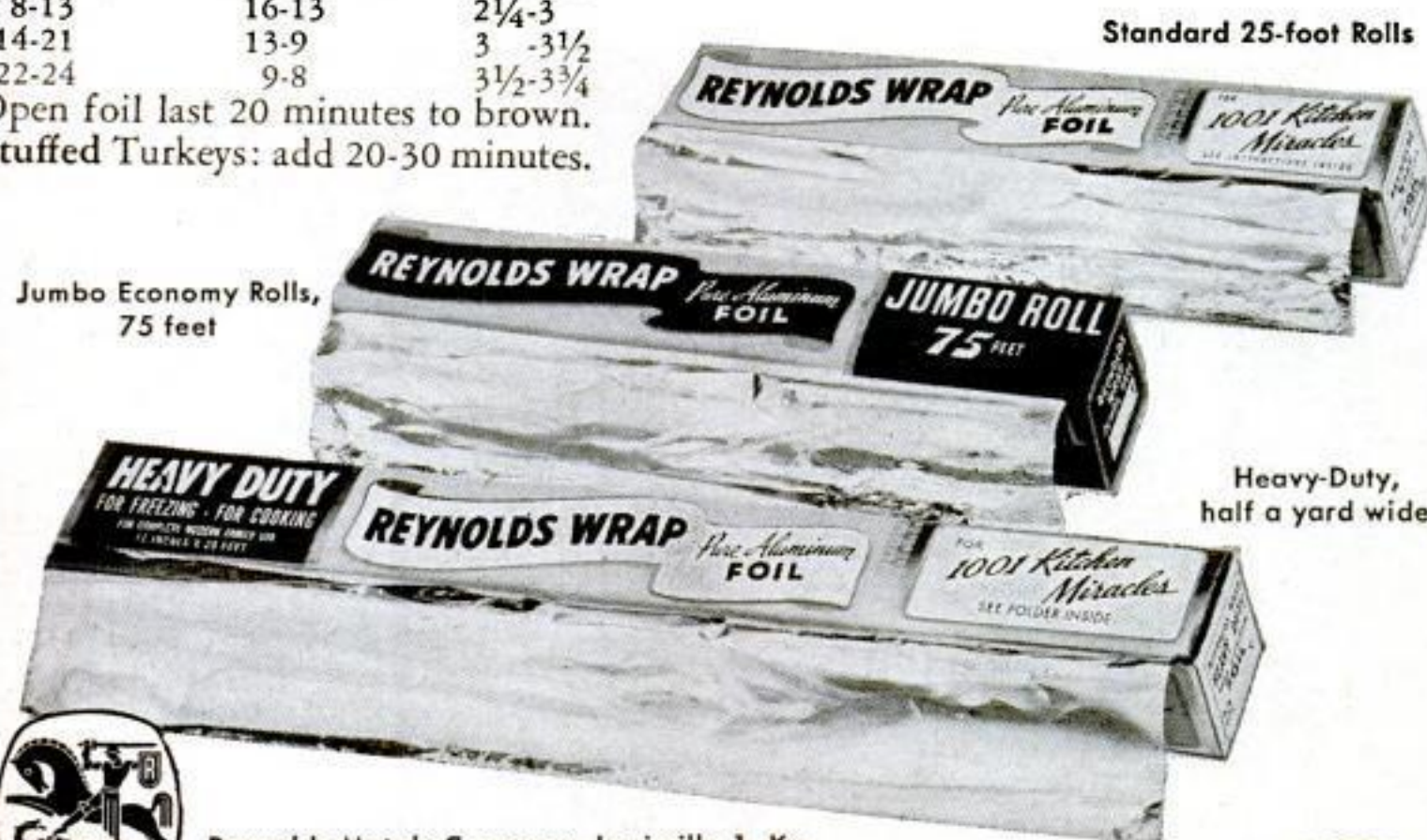
Join together 2 lengths of regular REYNOLDS WRAP by double-folding edges firmly, or use one sheet of Heavy-Duty. Rub trussed bird with unsalted fat; enclose in foil; double-seal edges; mold to turkey. Roast breast-side-up on rack in pan at 450°. Timing for Unstuffed Turkeys:

WT. (LBS.)	MIN. PER LB.	HOURS
8-13	16-13	2 1/4-3
14-21	13-9	3 - 3 1/2
22-24	9-8	3 1/2-3 3/4

Open foil last 20 minutes to brown.
Stuffed Turkeys: add 20-30 minutes.

REYNOLDS WRAP

The Pure Aluminum Foil!



Reynolds Metals Company, Louisville 1, Ky.

See "Mr. Peepers",
starring Wally Cox,
Sunday, NBC-TV network

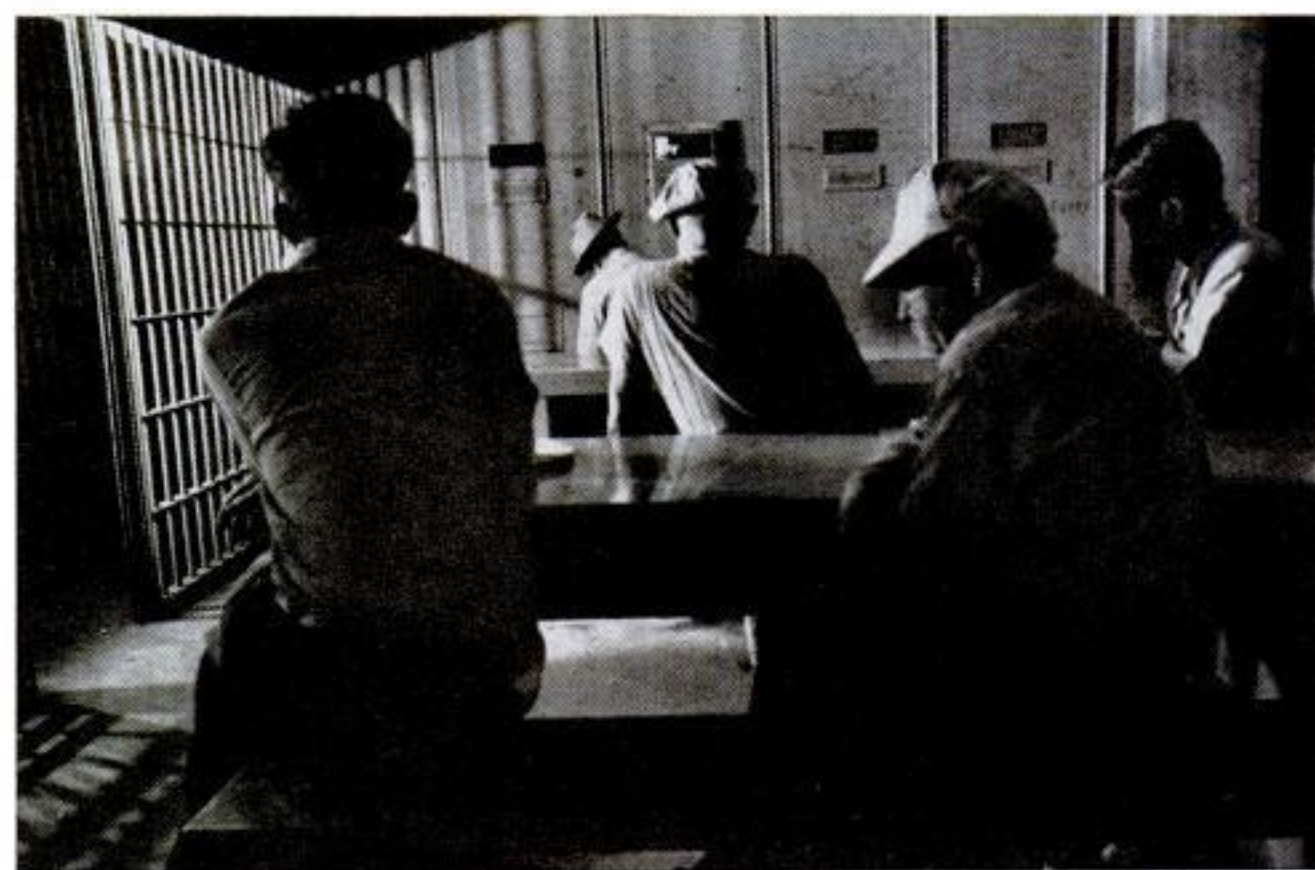
LOOK FOR THIS SEAL! On any product it means the manufacturer is using the finest packaging known.



Jail TV CONTINUED



WATCHFUL EYE (top) of TV camera focuses on booking room, jail's danger spot, where trouble between cops and still-unfrisked prisoner may occur. In office (bottom) Chief Morrison watches scene and gives men instructions.



BAD ACTORS, under scrutiny of TV camera in peephole (top, center), are dissuaded from making disturbances in one of the jail's "tanks" or common rooms. At bottom is a "drunk tank" interior as it shows up on guard's screen.

CONTINUED ON PAGE 84

Tom McCahill says—

TOM McCAHILL, well known, free-lance automotive journalist whose test reports of American and European cars appear regularly in *Mechanix Illustrated* magazine.

"The finest automobile engine in the world
is no better
than its weakest
spark plug!"



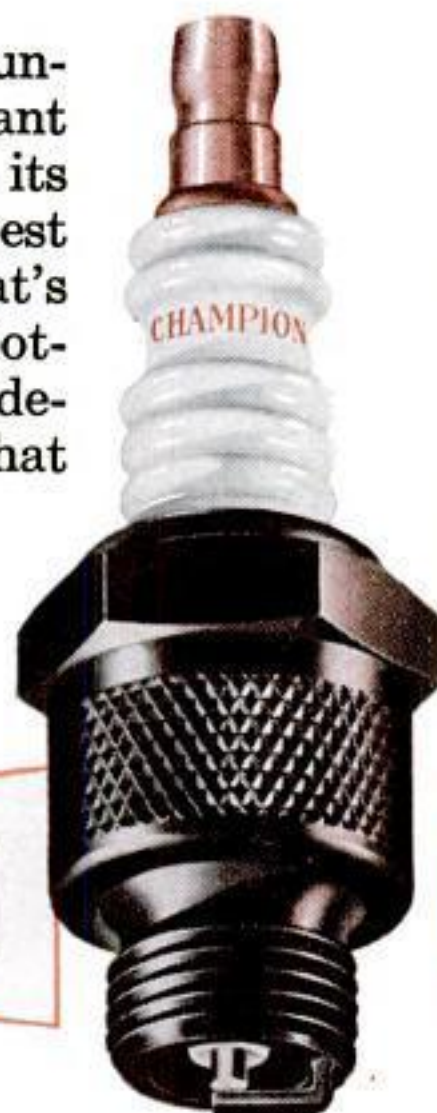
"I've been around automobiles for a long time. Maybe it's just breeze about cutting my eye teeth on the three-cornered star of my father's early Mercedes. But it is true that I inherited his great love for fine cars and full-bored, red-blooded engines. For some years now, your automotive reporter has road-tested practically every make and model of hack—giant family-size buckets to high-performance sports cars—put together on these shores or across the pond. You learn a lot about any engine when you check its everyday performance and then set out to see how much punishment it can take without coming unglued. There's one thing you discover very quickly—the finest engine in the world is no better than its weakest spark plug.

"Spark plugs may look small and unimportant but, brother, if you want that mill of yours to unleash all its horses, make sure you have the best spark plugs money can buy. That's where Champions take over the spotlight. I've had Champions go on delivering the mail in car tests that

would have other spark plugs wasting more compression than the Silver Cornet Band of Prunewhip, Missouri. Furthermore, I've watched Champion-equipped cars cream everything in sight in most of the world's great speed, endurance and reliability runs—Indianapolis, LeMans, Mexico, Daytona Beach, Monte Carlo, Pikes Peak and Italy's famous Millé Miglia—to name a few.

"So take a tip from your Uncle Tom, and get set for winter by putting dependable Champion Spark Plugs in your car. They're your best assurance of positive starting and worry-free driving when, 'the north wind doth blow and we shall have snow'."

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Stop in at the servicestation or garage displaying this poster!

AMERICA'S FAVORITE

CHAMPION

SPARK PLUGS



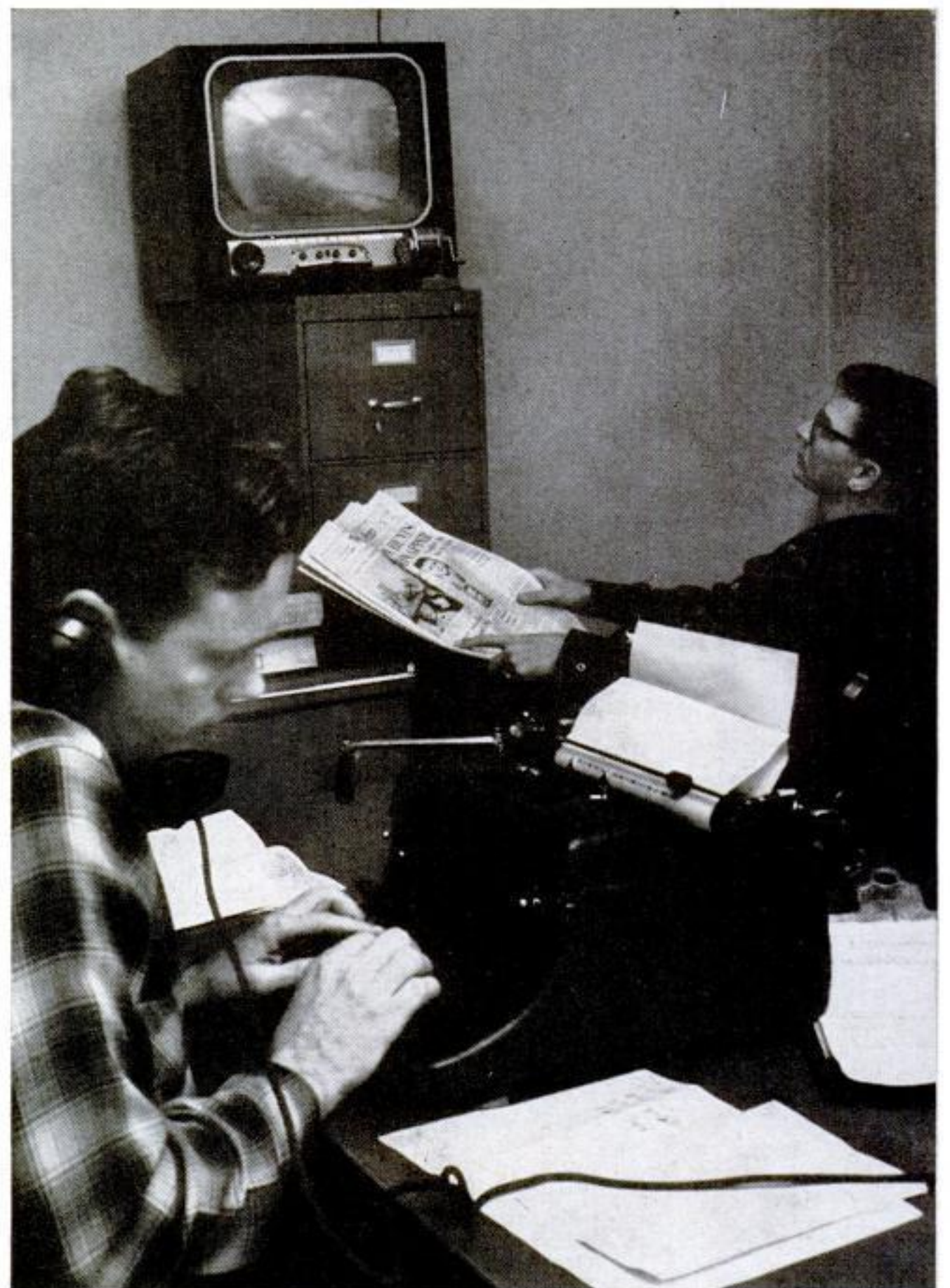


This is the Scotch! Soft,
gentle, golden-hued...
light. Have you tried it?

Since 1746

WHITE HORSE
of course!

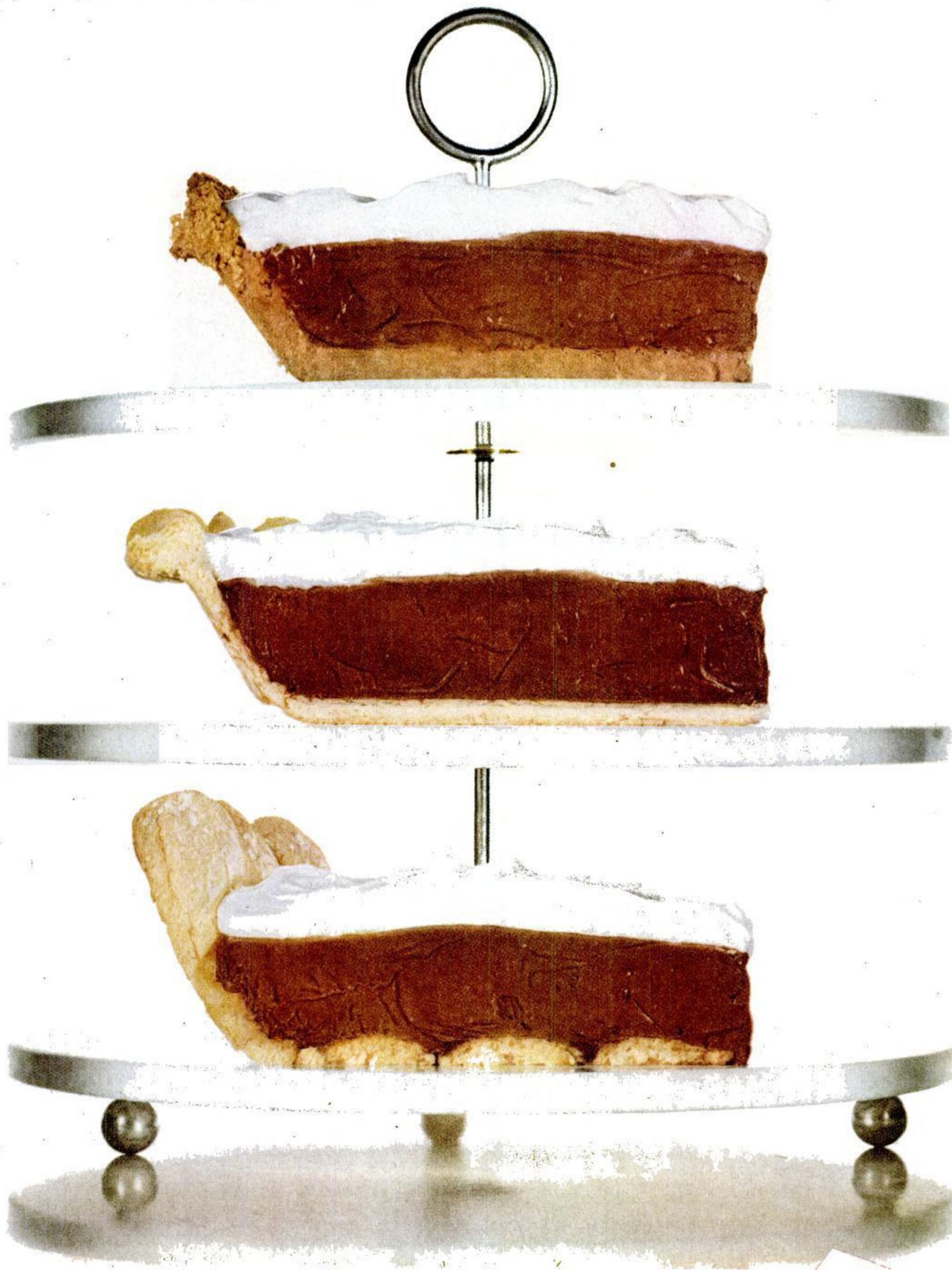
Blended Scotch Whisky, 86.8 Proof
Sole Distributors — Browne-Vintners Co., Inc., New York



PRESSROOM MONITOR picks up all jailhouse channels. With reporters kibitzing on any of cameras, guards are less likely to mishandle prisoners.



STANDING GUARD over a troublesome prisoner in a cell block, portable TV camera is more patient, less expensive, more effective than armed guard.



PERFECT CHOCOLATE PIES IN HALF THE TIME!

1. So creamy, so rich . . . exclusive Walter Baker chocolate flavor!
2. So easy to make . . . in a graham cracker or ladyfinger crust!
Swell in a pastry shell!
3. A creamy pudding or an elegant pie from one package. Try some!



TUNE IN on Bob Hope's "perfect" TV extravaganza
November 17th, for "perfect" entertainment.



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Copyrighted material

A famous whiskey in a fabulous decanter



Presenting for your holiday pleasure—

today's **SCHENLEY**

...the best-tasting whiskey in ages

in a gleaming crystal-bright decanter

at no additional cost

Touch the sleek decanter . . . here is quality you can feel. Sip the superb whiskey . . . it's quality you can taste. Serve it to your guests . . . this is quality you can count on.

You see, that's the way Schenley is made. A complete network of quality controls guards Schenley's goodness. Guards it from the time the grain is grown till, years later, the whiskey is in your glass.

Enjoy Schenley in its brilliant decanter today . . . and order a generous supply for gifts and parties in the coming holidays.

*The same fine whiskey is available, as always,
in the distinctive Schenley round bottle.*



SCHENLEY
Reserve

Enjoy it today!

No need to put off your pleasure. See your retailer today for Schenley in the handsome decanter with a dozen exciting, decorative uses. And order your supply for holiday gifts and parties. Beautifully gift-boxed.

ACTUAL SIZE (4/5 QT.)



Striking Match

REALLY high style—in a fine car as in fine apparel—comes from a careful combination of these four elements:

Advanced design, exciting colors, rich materials—and, of course—smart “tailoring” or construction.

Such high style is bound to be yours in a car with Body by Fisher.

For General Motors stylists make it their business to see that both exterior and interior body design is always in the vanguard of automotive fashion. They develop new,

exciting colors and color combinations in body finish, fabrics and trim.

And Fisher Body engineers use the very latest methods to “tailor” tested materials with scientific precision to give you a car body as smooth in looks as it is sound in construction.

So it's well to remember that the luxury of such high style is yours only on the Famous Five—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. They alone give you the extra satisfaction of Body by Fisher.



Body by *Fisher*

Exclusively Yours on the five General Motors cars: **CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC**

LADIES OF YAKIMA BREW UP SOME PUDDING



To raise money the ladies of the Yakima, Wash. Hospital Guild put up and sell a delicacy called "carrot pudding." Last year the canning produced gashed fingers and faintings so the ladies decided this year to do it in a cannery with mechanical peelers, grinders. They assembled with carrots, potatoes, suet, apples, flour, along with condiments and soda.



INTO FILLING MACHINE

the ladies pour the delectable mixture. The cannery's big, fast mixer had mixed the batter in the miraculous time of one hour instead of tedious hours by hand.

TIME ON THEIR HANDS, canners have a *Kaffeeklatsch*, felicitating themselves on speed of job and the fact only one finger had been bloodied and no one fainted. Then they went home.



MEANWHILE CANNED PUDDING STEAMS ON (NEXT PAGE) →

ALL TIME FIELD TRIAL STAR

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



3 TIME
WINNER
OF THE
NATIONAL
BIRD DOG
CHAMPIONSHIP

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MARY MONTROSE

This brilliant daughter of Lorna Doone by Comanche Frank possessed the unusual combination of excellent conformation and unexcelled ability in the field. Campaigning under the colors of the Great Island Kennels, she won the 1917 National Bird Dog Championship at the unprecedented age of only two years and one month and two weeks later she was placed best pointer bitch at Westminster. Her lofty style and far reaching — almost limitless — range could not be denied and her fine manners and willingness to "bend" easily won for her two subsequent National Bird Dog Championships in 1919 and 1920 and the hearts of bird dog people everywhere.

And here's another outstanding record: Atlantic business papers are the choice of 8 of America's 9 largest steel mills, 12 of the 15 top automobile manufacturers, 7 of the 10 biggest fountain pen companies. Yes, when quality, price and performance are carefully weighed, the largest companies choose Atlantic Bond for crisper, better looking letterheads or office forms. Join the best companies in America — specify Atlantic Bond.

EASTERN CORPORATION, BANGOR, MAINE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MAKERS OF

ATLANTIC BOND Business PAPERS

— For a handsome illustrated sheet showing "America's Favorite Hunting Dogs", attractively printed and suitable for framing, ask your printer or write on your letterhead to the Eastern Corp., Bangor, Me.

Yakima Pudding CONTINUED

NEXT DAY THE LADIES FOUND AN APPALLING SIGHT



THE CANS HAD POPPED and when the ladies came to the cannery they found pudding spewed all over. In filling cans they had forgotten a vital fact: soda makes batter

rise. The long hand process gave it plenty of time to expand safely. But the quick machine process did not, so the tightly packed pudding simply exploded out of the cans.



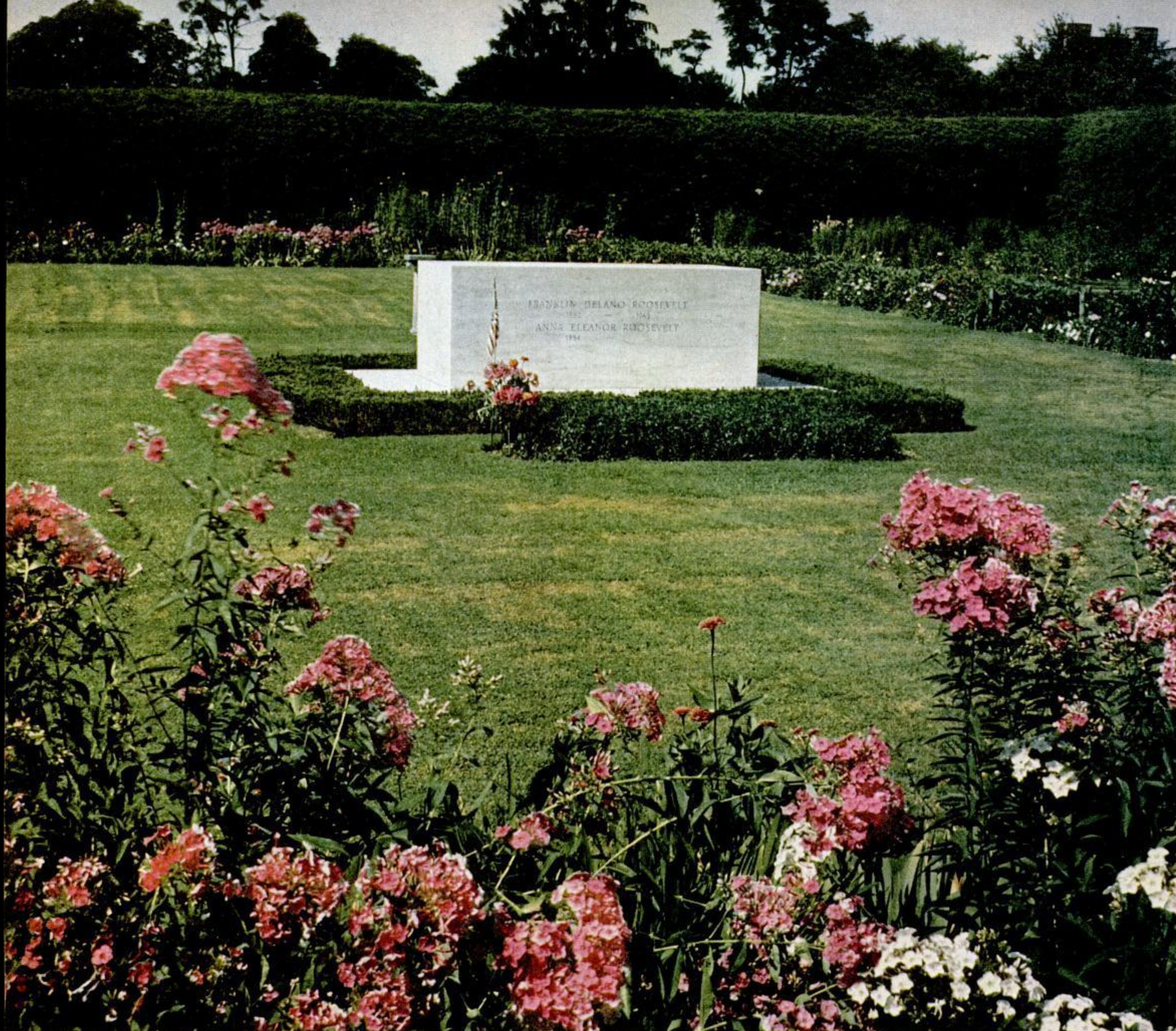
DRIEST OF THE DRY. No mirage, but something very real, direct from its triumph in California, we present: "*The Martini with the Marvelous Taste,*" ... The Vodka Martini ... the driest, smoothest, most pleasing Dry Martini of them all. *The Recipe:* Follow your usual procedure—make it any proportions you like—with one simple, but all-important difference: Use Smirnoff Vodka instead of gin.

it leaves you breathless...

Smirnoff
THE GREATEST NAME IN **VODKA**

80 OR 100 PROOF. MADE FROM 100% GRAIN NEUTRAL SPIRITS. STE. PIERRE SMIRNOFF FLS. INC. HARTFORD, CONN.

Copyrighted material



THE PLAIN WHITE STONE THAT F.D.R. DESIGNED NOW MARKS HIS GRAVE IN THE ROSE GARDEN AT HYDE PARK

'HOW I LOVED THAT MAN'

In 1946 Winston Churchill visited this peaceful rose garden in Hyde Park, N.Y. and laid a wreath on Franklin Roosevelt's grave in reverent silence—and in reverent memory of one of the great personal friendships of this century.

Until 1941, Churchill and Roosevelt had met only once, in 1918 when Churchill was Minister of Munitions and Roosevelt Assistant Secretary of the U.S. Navy; it had been little more than a handclasp and a few words. In 1941 Harry Hopkins, arriving in England, described his mission "to be a catalytic agent between two prima donas." As it turned out, that trip was unnecessary.

From the first wartime meeting, at Placentia Bay, Newfoundland, in 1941, through all the others (there were nine in all), their early cordiality ripened into deep comradeship. Their statements, public and private, are studded with proofs of it. In the 1943 Christmas Eve radio address, F.D.R. said of Churchill: "The heartfelt prayers of all of us are with this great citizen of the world." Just before D-day, Churchill cabled Roosevelt: "Our friendship is my greatest standby." They had their disagreements—on military strategy, on Stalin, on France, China, India. Roosevelt "first discussed the Indian problem with me," Churchill wrote, "... in December, 1941. I reacted

so strongly and at such length that he never raised it verbally again." But the two always agreed on the basic principles of their partnership, and each understood the other's problems at home. Once Churchill attributed the fall of Singapore partly to the U.S. debacle at Pearl Harbor. Roosevelt quieted the angry rumblings in Washington: after all, he explained, "Winston had to say *something*." And when F.D.R. could not help his ally because of domestic politics, Churchill's reaction was: "Across the Atlantic I could feel his suffering."

Warming to his comrade-in-arms the more as the years went by, F.D.R. even wrote joshing letters, some of which he sent and some he did not. One he never got around to mailing concerned Churchill's endorsement of Basic English: "I wonder what the course of history would have been if in May 1940 you had been able to offer the British people only 'blood, work, eye-water and face-water.'" One he did send was about their respective hobbies: "... you prefer the trade of brick-laying to the great science of philately." Such exchanges only drew them closer.

One day, about a year after his visit to F.D.R.'s grave, Churchill was reminiscing about his great friend. He paused, looked out his window and murmured, as if to himself: "How I loved that man!"

CONTINUING VOLUME VI OF HIS NOBEL PRIZE-WINNING MEMOIRS:

TRIUMPH AND TRAGEDY

By SIR WINSTON CHURCHILL

Amidst the 'deadly hiatus' as Roosevelt weakens and dies, the Soviets rudely insult the West, the British disagree with Eisenhower and Russia betrays its Yalta promises

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AS a war waged by a coalition draws to its end political aspects have a mounting importance. The destruction of German military power had brought with it a fundamental change in the relations between Communist Russia and the Western democracies. They had lost their common enemy, which was almost their sole bond of union. Henceforward Russian imperialism and the Communist creed saw and set no bounds to their progress and ultimate dominion, and more than two years were to pass before they were confronted again with an equal will-power.

In Washington especially longer and wider views should have prevailed. It is true that American thought is at least disinterested in matters which seem to relate to territorial acquisitions, but when wolves are about the shepherd must guard his flock, even if he does not himself care for mutton. The points at issue were of course unnoticed by and unknown to the public and were all soon swamped, and for the time being effaced, by the flowing tide of victory. Nevertheless, as will not now be disputed, they played a dominating part in the destiny of Europe, and may well have denied us the lasting peace for which we had fought so long and hard.

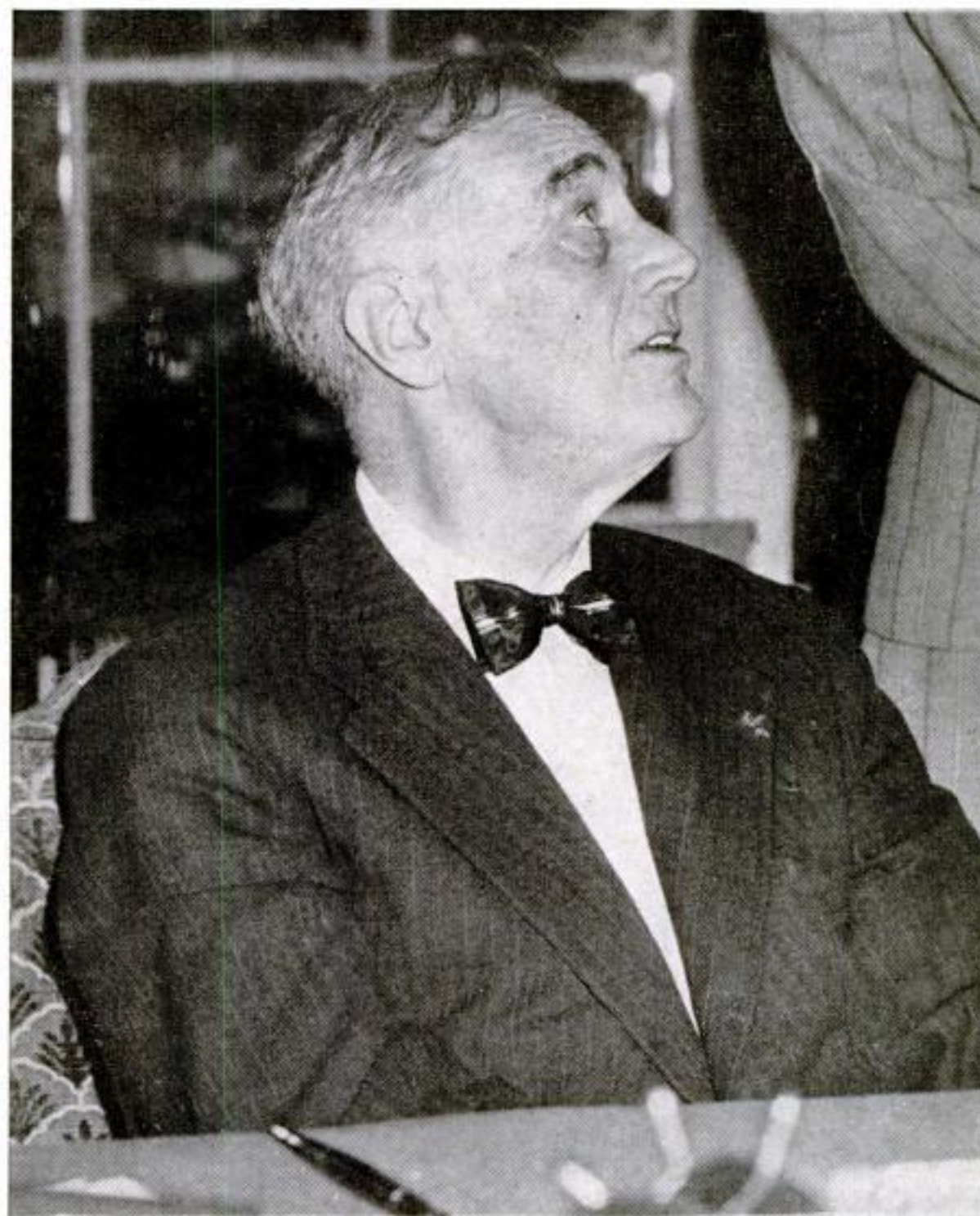
We can now see the deadly hiatus which existed between the fading of President Roosevelt's strength and the growth of President Truman's grip of the vast world problem. In this melancholy void one President could not act and the other could not

know. Neither the military chiefs nor the State Department received the guidance they required. The former confined themselves to their professional sphere; the latter did not comprehend the issues involved. The indispensable political direction was lacking at the moment when it was most needed. The United States stood on the scene

of victory, master of world fortunes, but without a true and coherent design. Britain, though still very powerful, could not act decisively alone. I could only warn and plead. Thus this climax of apparently measureless success was to me a most unhappy time. I moved amid cheering crowds, or sat at a table adorned with congratulations and blessings from every part of the Grand Alliance, with an aching heart and a mind oppressed by forebodings.

I should not tell this tale now when all is plain in glaring light if I had not known it and felt it when all was dim, and abounding triumph only intensified the inner darkness of human affairs. Of this the reader must be the judge.

[It was indeed a "deadly hiatus." In the decisive time of World War II, Franklin Roosevelt's firm leadership was gone. During much of this period he was too sick to carry his mountainous burdens and on April 12, 1945 he died (p. 112). His simple gravestone (*opposite*) is a monument to the free world's great loss. Even greater, as Churchill shows in each section of this instalment, was freedom's loss when the West's defenses against Russian imperialism were hampered at this crucial time by faltering U.S. leadership.]



F.D.R.'S LAST PICTURE

Weak and tired, Franklin Roosevelt sits at his desk in the White House office on the morning of March 29. The next day he left for Warm Springs, Ga. for a needed rest. There, 13 days later, he died.

AN INSULT FROM STALIN

In February of 1945 Germany was in the grip of the vise. The Western Allies had penetrated the German homeland (*opposite page*), while the Soviets swept in from

the east. Sir Winston now tells how the Nazis' first surrender attempt led to a supreme insult by the Russians and how Roosevelt, ill as he was, reacted strongly.

THE Nazis realised that surrender was imminent and unavoidable. The question was, surrender to whom? Peace with the Soviets was evidently impossible. The rulers of Germany were too familiar with totalitarian oppression to invite its importation from the East. There remained the Allies in the West. If a truce could be made in the West they could concentrate their troops against the Soviet advance. Hitler alone was obstinate. The Third Reich was finished and he would die with it. But several of his followers tried to make secret approaches to the English-speaking Allies. All these proposals were of course rejected. At the same time our commanders in the field were always fully authorised to accept purely military capitulations of the enemy forces which opposed them, and an attempt to arrange this while we were fighting on the Rhine led to a harsh exchange between the Russians and the President, whom I supported.

In late February General Karl Wolff, commander of the S.S. in Italy, had got into touch through Italian intermediaries with the American intelligence service in Switzerland. It was decided to examine the credentials of the persons involved, and the link was known by the code-name of "Crossword." On March 8 General Wolff himself appeared at Zürich, and met Mr. Allen Dulles, the head of the American organisation. Wolff was bluntly told that there was no question of negotiations, and that if the matter were pursued it could only be on the basis of unconditional surrender. This information was speedily conveyed to Allied Headquarters and to the American, British, and Soviet Governments. On March 13 General Terence Airey and General Lyman Lemnitzer, the British and American Chiefs of Staff at Caserta, went in disguise to Switzerland, and six days later, on March 19, a second exploratory meeting was held with General Wolff.

I realised at once that the Soviet Government might be suspicious of a separate military surrender in the South. If any contacts were made with the enemy, formal or informal, the Russians ought to be told in good time. This rule was scrupulously followed. There was at no stage any question of concealing anything from the Russians. The Allied representatives then in Switzerland even explored ways of smuggling a Russian officer in to join them if the Soviet Government wished to send someone.

On March 20 Mr. Eden accordingly instructed our Ambassador in Moscow to inform the Soviet Government yet again that the only object of the meetings was to make sure that the Germans had authority to negotiate a military surrender. This he did. Two days later Molotov handed him a written reply, which contained the following expressions:

"In Berne for two weeks, behind the backs of the Soviet Union, which is bearing the brunt of the war against Germany, negotiations have been going on between the representatives of the German military command on the one hand and representatives of the English and American commands on the other."

Sir Archibald Clark Kerr of course explained that the Soviet had misunderstood what had occurred and that these "negotiations" were no more than an attempt to test the credentials and authority of

General Wolff. Molotov's comment was blunt and insulting. "In this instance," he wrote, "the Soviet Government sees not a misunderstanding, but something worse." He attacked the American Ambassador, Mr. Harriman, just as bitterly.

In the face of so astonishing a charge it seemed to me that silence was better than a contest in abuse. At the same time it was necessary to warn our military commanders in the West. I accordingly showed Molotov's insulting letter both to Montgomery and to Eisenhower, with whom I at this time was watching the crossing of the Rhine.

General Eisenhower was much upset, and seemed deeply stirred with anger at what he considered most unjust and unfounded charges about our good faith. He said that as a military commander he would accept the unconditional surrender of any body of enemy troops on his front, from a company to the entire Army. If however political

matters arose he would immediately consult the Governments. He feared that if the Russians were brought into a question of the surrender of Kesselring's forces what could be settled by himself in an hour might be prolonged for three or four weeks, with heavy losses to our troops. He made it clear that he would insist upon all the troops under the officer making the surrender laying down their arms and standing still until they received further orders, so there would be no possibility of their being transferred across Germany to withstand the Russians. He would also at the same time advance through these surrendered troops as fast as possible to the East.

I considered myself that these matters should be left to Eisenhower's discretion, and that the Governments should only intervene if political issues arose. I did not see why we should break our hearts if, owing to mass surren-

der in the West, we got to the Elbe, or even farther, before Stalin.

On April 5, I received from President Roosevelt the startling text of his interchanges with Stalin.

April 3, 1945

Marshal Stalin to President Roosevelt

"I have received your message on the question of negotiations in Berne. You are absolutely right that, in connection with the affair regarding negotiations of the Anglo-American command with the German command somewhere in Berne or some other place, 'has developed an atmosphere of fear and distrust deserving regrets.'

"You insist that there have been no negotiations yet.

"It may be assumed that you have not yet been fully informed. As regards my military colleagues, they, on the basis of data which they have on hand, do not have any doubts that the negotiations have taken place, and that they have ended in an agreement with the Germans, on the basis of which the German commander on the Western Front, Marshal Kesselring, has agreed to open the front and permit the Anglo-American troops to advance to the east, and the Anglo-Americans have promised in return to ease for the Germans the peace terms. . . .

"Why was it necessary to conceal this from the Russians, and why were your Allies, the Russians, not notified? . . .

"It is understandable that such a situation can in no way serve . . .



FIRST SURRENDER EMISSARY

General Karl Wolff made the first peace overtures which caused the Allied squabble, later signed peace papers in Italy. Here he stands before prisoner-of-war stockade after end of the fighting.



DESTROYED TOO LATE, REMAGEN BRIDGE, PAINTED BY "LIFE" WAR ARTIST OGDEN PLEISSNER, SAGS INTO RHINE

WAR COMES HOME TO GERMANY

The most auspicious milestone in the Allied drive across Europe was the crossing of Germany's border (*below*). Now the war was in the aggressor's homeland. But ahead loomed a formidable obstacle: the Rhine River. Churchill describes how this obstacle was surmounted.

"On the 7th [of March 1945] a stroke of fortune was boldly accepted. The 9th Armoured Division of the First U.S. Army found the railway bridge at Remagen partly destroyed but still usable. They

promptly threw their advance-guard across, other troops quickly followed, and soon over four divisions were on the far bank and a bridgehead several miles deep established."

The Germans plastered the Remagen bridge with bombs and artillery and on March 17 finally destroyed it (*above*). But the bridgehead was now seven and a half miles deep. The Rhine was crossed. Churchill writes: "Thus ended the last great German stand in the west."



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the strengthening of trust between our countries . . . I personally and my colleagues would never have made such a risky step, being aware that a momentary advantage, no matter what it would be, is fading before the principal advantage of the preservation and strengthening of the trust among the Allies."

This accusation angered the President deeply. His strength did not allow him to draft his own reply. General Marshall framed the following answer, with Roosevelt's approval. It certainly did not lack vigour.

April 5, 1945

President Roosevelt to Marshal Stalin

"I have received with astonishment your message of April 3. . . .

"For the advantage of our common war effort . . . I must continue to assume that you have the same high confidence in my truthfulness and reliability that I have always had in yours. . . .

"I have complete confidence in General Eisenhower. . . . He is instructed to demand, and will demand, unconditional surrender of enemy troops that may be defeated on his front. Our advances on the Western Front are due to military action. Their speed has been attributable mainly to the terrific impact of our air-power, resulting in destruction of German communications, and to the fact that Eisenhower was able to cripple the bulk of the German forces on the Western Front while they were still west of the Rhine. . . .

"Frankly, I cannot avoid a feeling of bitter resentment toward your informers, whoever they are, for such vile misrepresentations of my actions or those of my trusted subordinates."

I was deeply struck by this last sentence. I felt that although Mr. Roosevelt did not draft the whole message he might well have added this final stroke himself. It seemed like Roosevelt himself in anger.

On April 7 Stalin replied to the President's reproach.

" . . . The point at issue is not that of integrity and trustworthiness. I have never doubted your integrity and trustworthiness or Mr. Churchill's either. My point is that in the course of our correspondence it has become evident that our views differ on the point as to what is admissible and what is inadmissible as between one ally and another. . . . I still think the Russian point of view to be the only correct one, as it precludes all possibility of mutual suspicions and makes it impossible for the enemy to sow distrust between us.

"It is difficult to admit that the lack of resistance by the Germans on the Western Front is due solely to the fact that they have been defeated. The Germans have 147 divisions on the Eastern Front. They could without prejudicing their own position detach fifteen to twenty divisions from the Eastern Front and transfer them to reinforce their troops on the Western Front. Yet the Germans have not done and are not doing this. They are continuing to wage a crazy struggle with the Russians for an insignificant railway station like Zemlyanitsa in Czechoslovakia, which is as much use to them as hot poultices to a corpse, and yet they yield without the slightest resistance such important towns in the centre of Germany as Osnabrück, Mannheim, and Kassel. You will agree that such behaviour on the part of the Germans is more than curious and unintelligible. . . ."

He also sent a copy of his telegram to me, together with the following personal message:

" . . . Neither I nor Molotov had any intention of 'blackening' anyone. . . .

" . . . My messages are personal and strictly confidential. This makes it possible to speak one's mind clearly and frankly. . . . If however you are going to regard every frank statement of mine as offensive it will make this kind of communication very difficult."

I passed this to Roosevelt, with the following comment:

"I have a feeling that this is about the best we are going to get out of them, and certainly it is as near as they can get to an apology. However, before considering any answer at all from His Majesty's Government please tell me how you think the matter should be handled so that we may keep in line together."

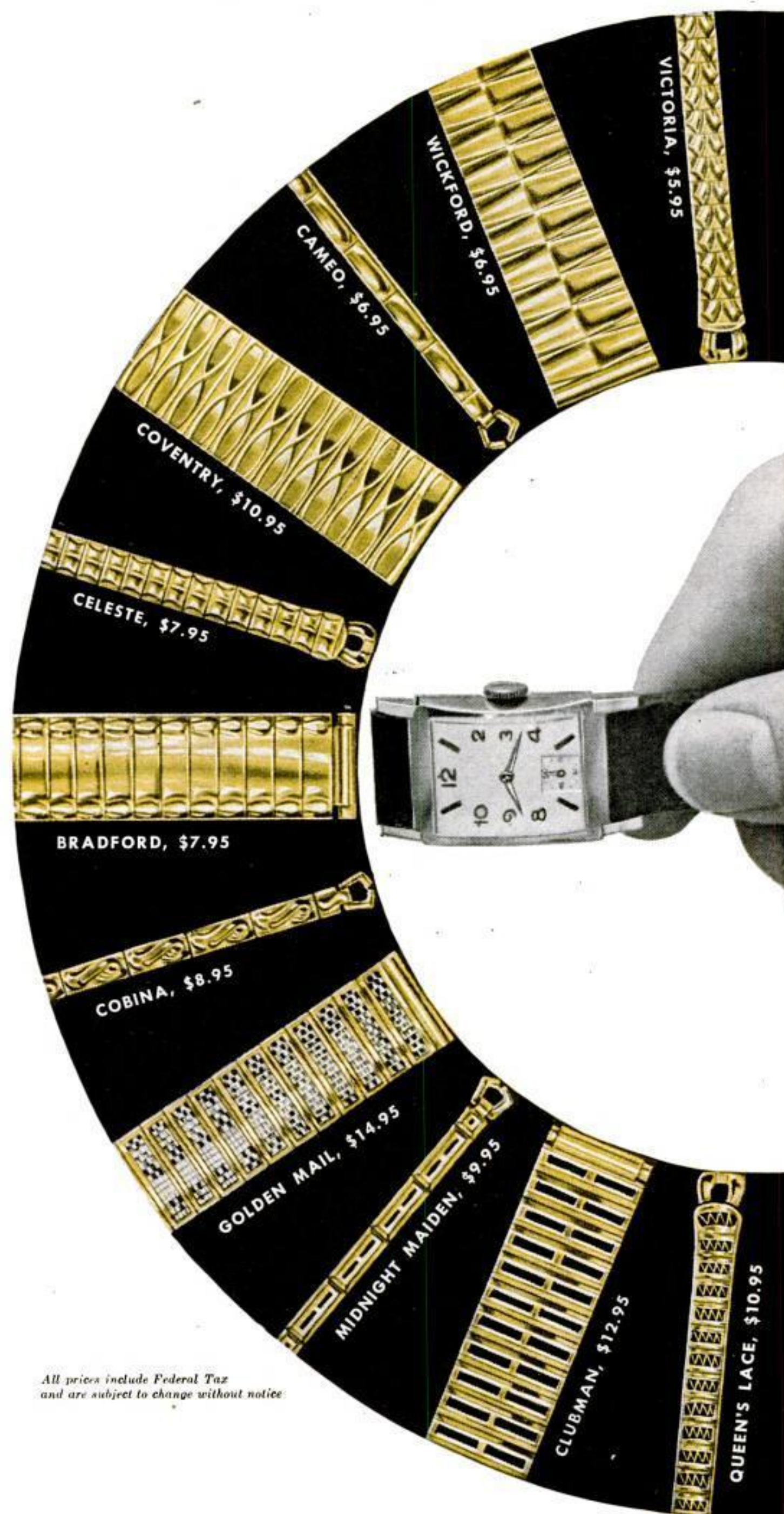
The President answered later:

"I would minimise the general Soviet problem as much as possible, because these problems, in one form or another, seem to arise every day, and most of them straighten out, as in the case of the Berne meeting.

"We must be firm however, and our course thus far is correct."

CONTINUED ON NEXT PAGE

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EISENHOWER OUT OF CHANNELS

As the Allied drive pushed into Germany, and Churchill crossed the Rhine with them (*pictures below*), the problem of meeting the Russians now arose. Sir Winston tells about Eisenhower's

attempt to solve it by a direct cable to Stalin, regarding it as a question of military tactics rather than political strategy. Churchill disagreed, but F.D.R. was too weak to deal with the problem.

At the end of March we learned that General Eisenhower had announced his policy in a direct telegram to Stalin a few days earlier without previously mentioning the subject to his Deputy, Air Chief Marshal Tedder, or the Combined Chiefs of Staff. We all thought that this went beyond the limits of negotiation with the Soviets by the Supreme Commander in Europe as they had been understood.

In this telegram Eisenhower said that after isolating the Ruhr he proposed to make his main thrust along the axis of Erfurt-Leipzig-Dresden, which, by joining hands with the Russians, would cut in two the remaining German forces. A secondary advance through Regensburg to Linz, where also he expected to meet the Russians, would prevent "the consolidation of German resistance in the redoubt in Southern Germany." Stalin agreed readily. He said that the proposal "entirely coincides with the plan of the Soviet High Command." "Berlin," he added, "has lost its former strategic importance. The Soviet High Command therefore plans to allot secondary forces in the direction of Berlin." This statement was not borne out by events.

The British Chiefs of Staff were concerned both about the merits of the new plan and about the short-circuiting of the highest authorities, both military and constitutional. They drafted a lengthy telegram to their colleagues in Washington.

The United States Chiefs replied in substance that Eisenhower's procedure appeared to have been an operational necessity, and that any modification of it should be made by him, and not by them. The course of action outlined in his plan appeared to accord with agreed strategy and with his directive.

The Battle of Germany, they said, was at a point where it was for the Field Commander to judge the measures which should be taken. To turn away deliberately from the exploitation of the enemy's weakness did not appear sound. The single objective should be quick and complete victory. While recognising that there were factors not of direct concern to the Supreme Commander, they considered his strategic concept was sound and that he should continue to communicate freely with the Commander-in-Chief of the Soviet Army.

The United States Chiefs of Staff however also suggested that General Eisenhower should be asked to submit to them an amplification of his message to Marshal Stalin, and to delay replying to any new request from Moscow for further information until he had heard from the Combined Chiefs of Staff.

In full agreement with my military colleagues, I sent a message to General Eisenhower.



OVER THE WRECKAGE Churchill climbs remains of Rhine railroad bridge on March 25. Same day he saw Eisenhower and said, "My dear general, the German is whipped. We've got him."

ent with the great central thrust which you are now so rightly developing as the result of the brilliant operations of your armies south of the Ruhr. It only shifts the weight of one army to the northern flank."

I ALSO summed up the position in a message to the President, adding a point of political importance: "There is moreover another aspect which it is proper for you and me to consider. The Russian armies will no doubt overrun all Austria and enter Vienna. If they also take Berlin will not their impression that they have been the overwhelming contributor to our common victory be unduly imprinted in their minds, and may this not lead them into a mood which will raise grave and formidable difficulties in the future? I therefore consider that from a political standpoint we should march as far east into Germany as possible, and that should Berlin be in our grasp we should certainly take it. This also appears sound on military grounds.

"To sum up, the difference that might exist between General Eisenhower's new plans and those we advocated, and which were agreed upon beforehand, would seem to be the following, whether the emphasis should be put on an axis directed on Berlin or on one directed on Leipzig and Dresden. . . .

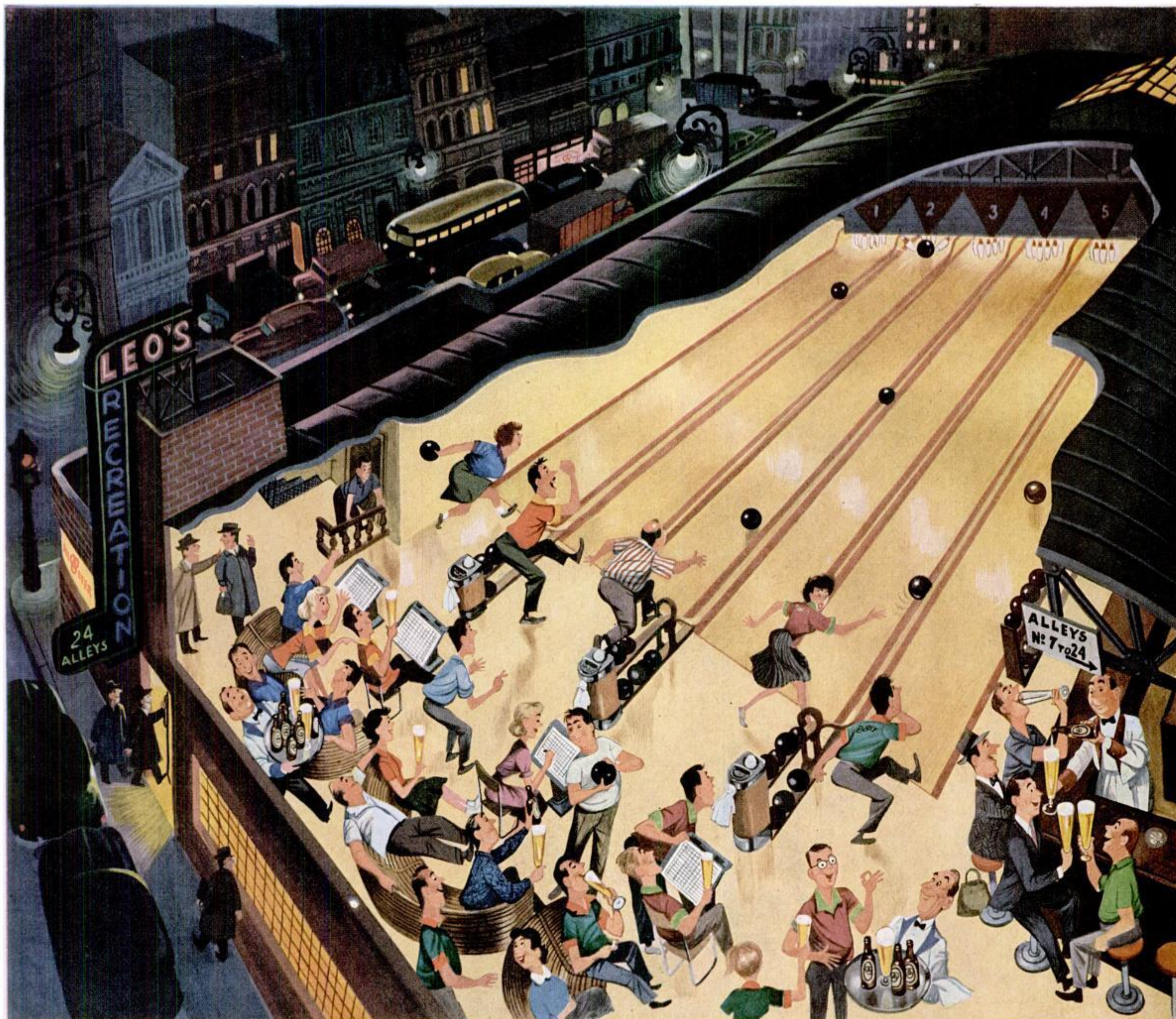
"I need hardly say that I am quite willing that this message, which is my personal message to you and not a Staff communication, should be shown to General Marshall."

Actually the President's health was now so feeble that it was General Marshall who had to deal with these grave questions.

Eisenhower replied at once to my telegram of March 31.



ACROSS THE RIVER and nearly into enemy-held territory, Churchill strides ashore. Two days after Churchill's return from this visit to the front, Eisenhower sent his direct message to Stalin.



BOWLING NIGHT, painted especially for Ballantine by Frederick Siebel

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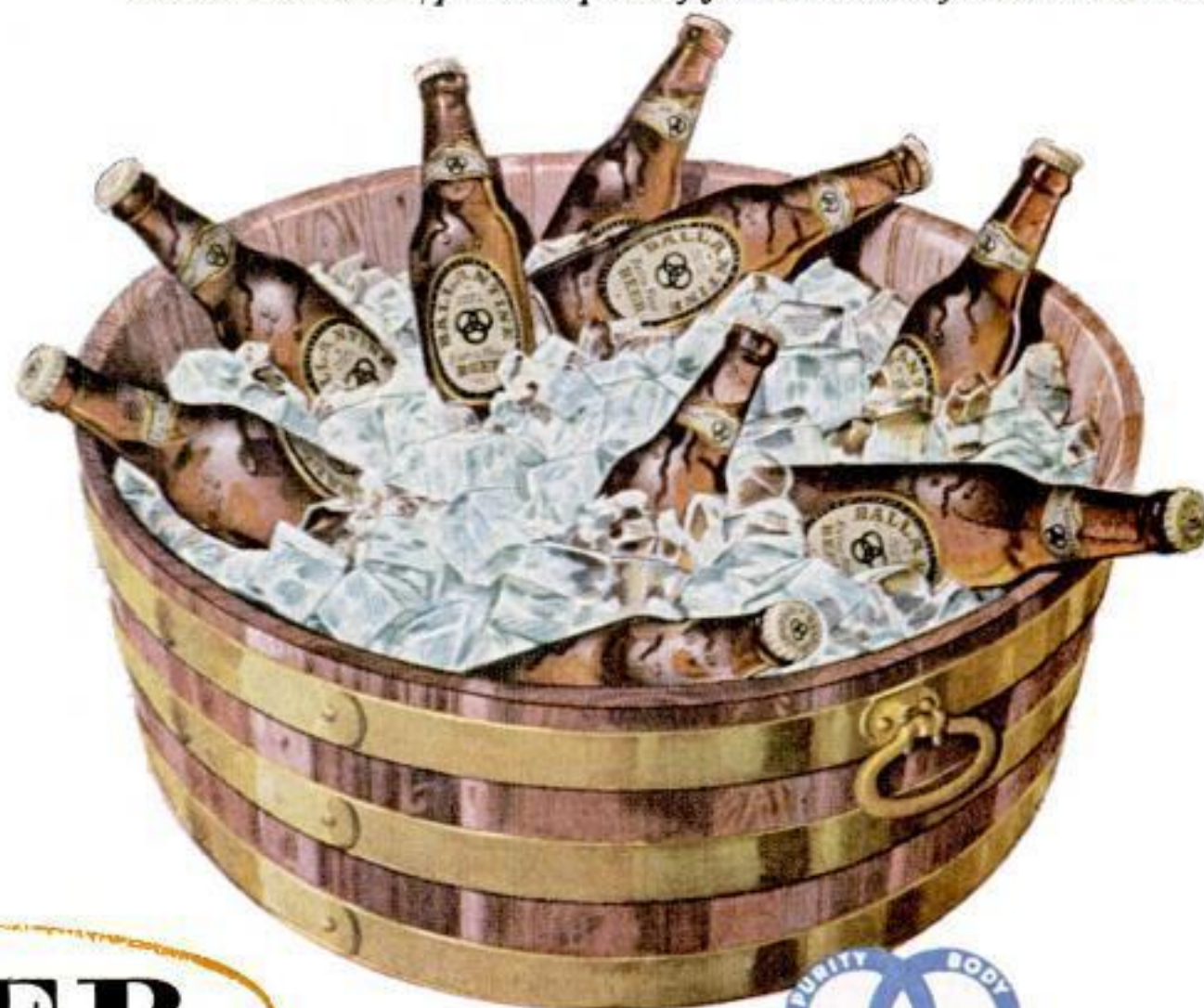
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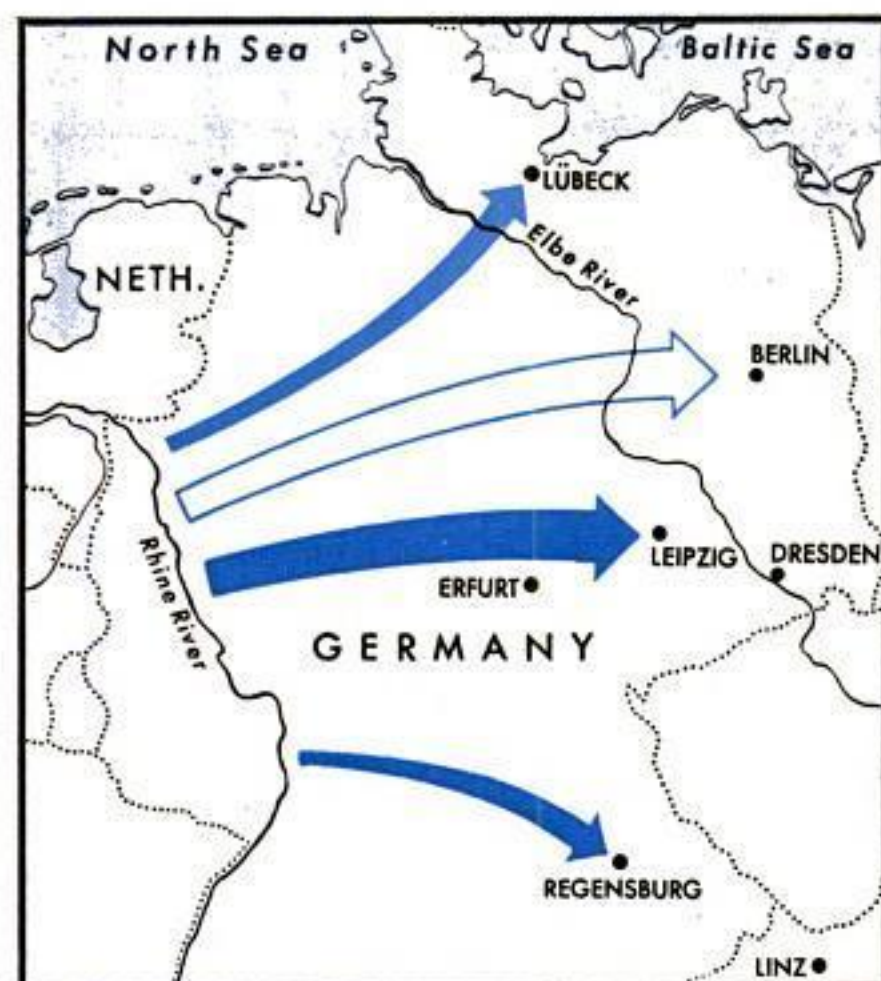


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April 1, 1945

General Eisenhower to Prime Minister

"... I clearly see your point in this matter. The only difference between your suggestion and my plan is one of timing. ... In order to assure the success of each of my planned efforts, I concentrate first in the Centre to gain the position I need. As it looks to me now, the next move thereafter should be to have Montgomery cross the Elbe, reinforced as necessary by American troops, and reach at least a line including Lübeck on the coast. If German resistance from now on should progressively and definitely crumble you can see that there would be little if any difference in time between gaining central position and crossing the Elbe. On the other hand, if resistance tends to stiffen at all I can see that it is vitally necessary that I concentrate for each effort, and do not allow myself to be dispersed by attempting to do all these projects at once.



DRIVE TO BERLIN?

After the Rhine was crossed, Churchill felt the main thrust should drive to Berlin (blue outline arrow). But Eisenhower for tactical reasons held to a main thrust to Dresden, complemented by small drives north and south (solid blue arrows).

"Quite naturally, if at any moment collapse should suddenly come about everywhere along the front we would rush forward, and Lübeck and Berlin would be included in our important targets."

And I answered:

April 2, 1945

Prime Minister to General Eisenhower

"Thank you ... for your most kind telegram. ...

"The arrival of your additional information has largely allayed the anxieties of our Staffs, and they have telegraphed in this sense to their opposite numbers in Washington. You will, I am sure, make allowance for the fact that we had heard nothing at all about this either officially or from our Deputy until we saw your telegram to Stalin, and this telegram made them think that very large changes were proposed.

"I regard all this business as smoothing itself down quite satisfactorily though some correspondence is still proceeding between our Chiefs of Staff Committees.

"Again my congratulations on the great developments. ..."

I felt it my duty to end this correspondence between friends.

April 5, 1945

Prime Minister to President Roosevelt

"I still think it was a pity that Eisenhower's telegram was sent to Stalin without anything being said to our Chiefs of Staff or to our Deputy, Air Chief Marshal Tedder, or to our Commander-in-Chief, Field-Marshal Montgomery. The changes in the main plan have now turned out to be very much less than we at first supposed. My personal relations with General Eisenhower are of the most friendly character. I regard the matter as closed. ..."

CONTINUED ON NEXT PAGE

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BETRAYAL OF POLAND BEGINS

In LIFE's previous instalment Churchill described how the decisions on Poland were reached at Yalta. All depended on Russia's honoring them. Now

came the great betrayal. Sir Winston shows how he and F.D.R. tried to save Poland and how their efforts were interrupted by Roosevelt's death.

IT became clear that the Soviet Government was doing nothing to carry out our agreements about broadening the Polish Government to include all Polish parties and both sides. Molotov had offered to allow us to send observers to Poland, and had been disconcerted by the readiness and speed with which we had accepted. When our Ambassadors raised the point he made difficulties. When the discussions following Yalta began at Moscow we had a perfectly simple object, namely, to bring together for consultation representative Poles from inside Poland and elsewhere and to promote the formation of a new, reorganised Polish Government sufficiently representative of all Poland for us to recognise it. But no progress of any kind was made in the talks at Moscow.

After a fairly promising start Molotov was now refusing to accept any interpretation of the Crimea proposals except his own extremely rigid and narrow one—which meant that the new Government of Poland would be merely the existing one dressed up to look more respectable to the ignorant. Time was on the side of the Russians and their Polish adherents, who were fastening their grip upon the country by all kinds of severe measures, which they did not wish outside observers to see. Every day's delay was a gain to these hard forces.

I was sure the only way to stop Molotov's tactics was to send a personal message to Stalin, and make clear what were the essential things we must have if I was to avoid having to tell Parliament we had failed. Far more than Poland was involved. This was the test case between us and the Russians of the meaning of such terms as democracy, sovereignty, independence, representative Government, and free and unfettered elections.

I therefore appealed to the President in the hope that we could address Stalin jointly on the highest level. In my long telegrams I thought I was talking to my trusted friend and colleague as I had done all these years. I was no longer being fully heard by him. The President's devoted aides were anxious to keep their knowledge of his



VANDALISM is part of bitter political tactics before Polish elections. Here Mikolajczyk poster is ripped and superimposed by poster of Red party, which in turn was torn by anti-Reds.

condition within the narrowest circle, and various hands drafted in combination the answers which were sent in his name. To these, as his life ebbed, Roosevelt could only give general guidance and approval. This was an heroic effort.

Sir Winston presents the cabled discussions between himself, Roosevelt and Stalin in detail. The essentials of the correspondence follow.

To Roosevelt he sent the essence of a proposed message to Stalin, containing these points, among others:

"... I am bound to tell you that I should have to make a statement of our failure to Parliament if the Commission* in Moscow were not in the end able to agree on the following basis:

"... All Poles nominated by any of the three Governments [to attempt to set up a new Polish government] shall be accepted for the consultations unless ruled out by unanimous decision of the Commission. ...

"The Poles invited for consultations should discuss among themselves with a view to reaching agreement upon the composition of a Government truly representative of the various sections of Polish opinion present before the Commission. ... The Commission should preside over these discussions in an impartial arbitral capacity.

"Pending the conclusion of the Commission's discussions, the Soviet Government should use its utmost influence to prevent the Warsaw [Lublin] Administration from taking any further legal or administrative action of a fundamental character affecting social, constitutional, economic, or political conditions in Poland.

"The Soviet Government should make arrangements to enable British and American observers to visit Poland. ...

*The commission to consult on forming a Polish government was set up at Yalta. Consisting of Molotov, U.S. Ambassador Harriman and British Ambassador Clark Kerr, it held futile sessions through the spring of 1945.

CONTINUED ON PAGE 105



STORM TROOPS of Red Poles, with band and fixed bayonets, parade Warsaw's streets before the election. Actual voting was stalled off for two

years even though Stalin promised at Yalta that elections could be held within a month. Meanwhile Reds arrested many opposition campaigners.

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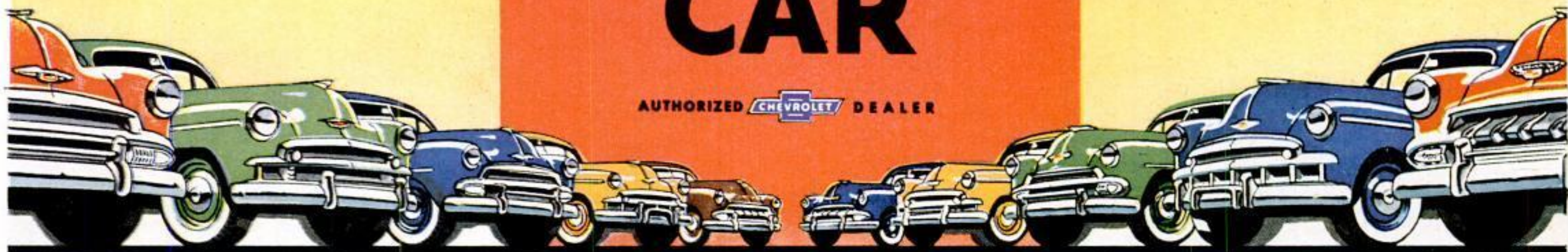
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Good habits are fun with the Shu-Shine-Bank. Real → Shinola polish, Cadie Cloth, brush and dauber . . . all in a colorful steel case with built-in thrift bank! Amsco Shu-Shine-Bank for boys and girls \$1.98*

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*Prices slightly higher in the West and South

"We must not let Poland become a source of disagreement and misunderstanding between our two peoples."

The President assured me on March 11 that our objects were identical. The only difference between us, he claimed, was on tactics. I wanted the demand to be put squarely to the Soviet Government as such, whereas he felt we had a much better chance of success by proposing a general political truce. Mr. Roosevelt agreed about sending in observers; but he preferred to wait until our Ambassadors appealed to Molotov before either of us approached Stalin personally. "I very much hope therefore that you will not

CHURCHILL ON POTATOES AND U.N.

Despite the great pressures of his office, Prime Minister Churchill found time to write down, in memos to his staff and in his private notes, characteristic comments on everything from military prediction to potatoes.

To General Ismay, his chief of staff, went a note: "Pray give me summaries of what our Intelligence predicted [about German strategy and will to resist] on the two previous dates, and what they predict now. Each summary should be limited to fifteen lines. . . . Do not let the officers concerned know that what they said a few months ago is being compared with what they say now. It would only dishearten them."

To the Ministry of Agriculture: "I am much concerned at the potato shortage, because we had been taught to rely so much upon this form of food. As the Minister is absent in America the department should let me have a short report showing why this shortage has come about, what measures are being taken to remedy it, and when the position will be restored. The report should not exceed one page."

Another message to that office emphasized the need for post-war planning: "... On no account reduce the barley for whisky. This takes years to mature, and is an invaluable export and dollar producer. Having regard to all our other difficulties about exports, it would be most improvident not to preserve this characteristic British element of ascendancy."

In a message to the Dominions Secretary, he tried to answer the question: If the Russians boycotted the conference, was there any point in holding it? His answer: "... Although I have never been at all keen on this Conference, I should then in that event become very keen upon it. . . . The picture of all the United Nations, with Britain and the United States at their head, being put off their stroke by a mere gesture of insolence from Stalin and Molotov is a bad one. The picture of the United States and Britain holding a Conference without Russia which all the United Nations attend is an immense rebuke to Russia. . . .

"Therefore should events take the unhappy turn assumed in this note of mine, I should without the slightest hesitation proceed to carry forward the Conference. *Les absents ont toujours tort.*"

send a message to Uncle Joe at this juncture, especially as I feel that certain parts of your proposed text might produce a reaction quite contrary to your intent."

It was only with much reluctance that I deferred to the President's wish, but we could make no progress without American aid, and if we got out of step the doom of Poland was sealed.

On March 13 I accordingly agreed to defer addressing Stalin directly for the time being; but I set forth my views in a personal telegram:

March 13, 1945

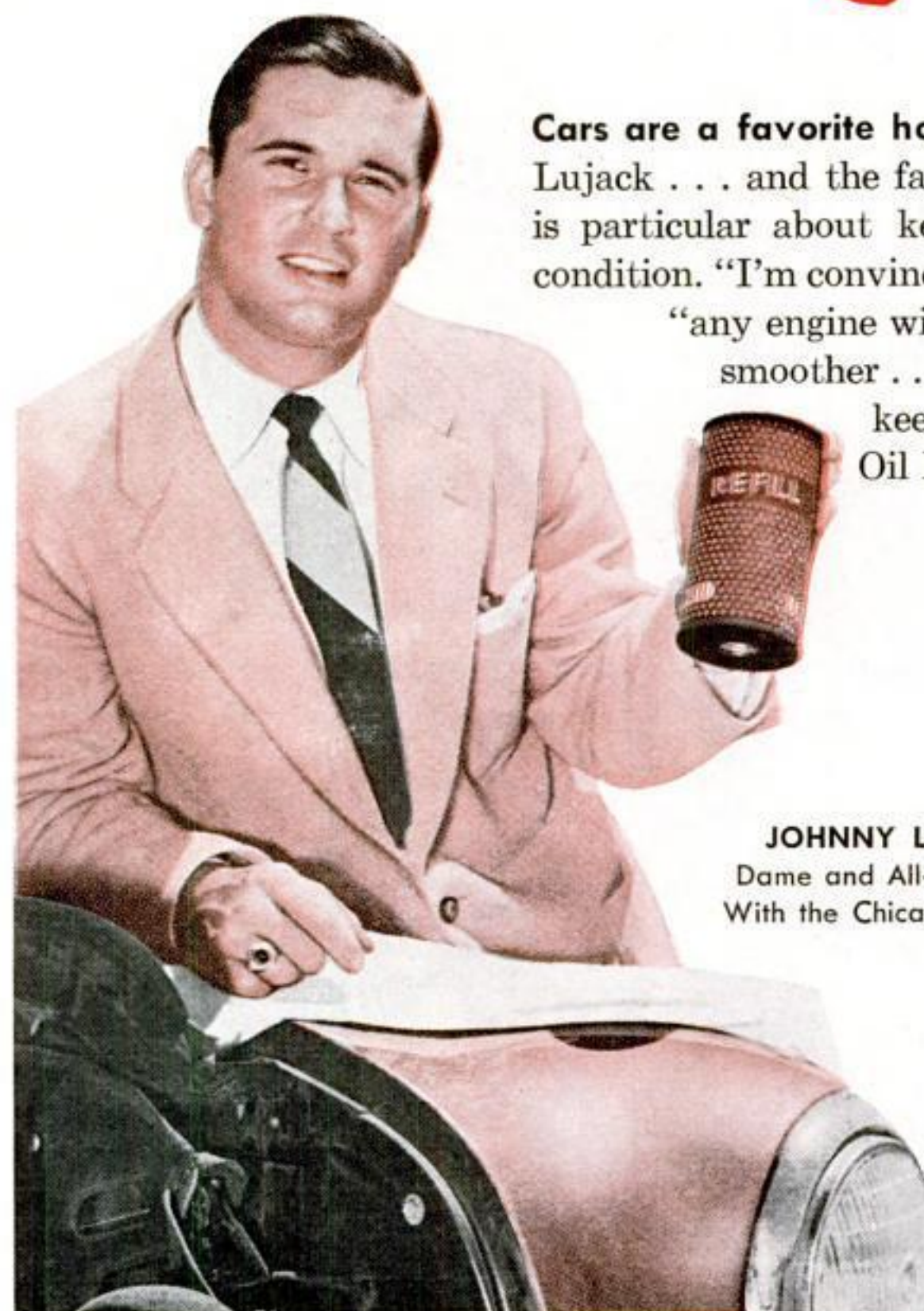
Prime Minister to President Roosevelt

"... I do not wish to reveal a divergence between the British and the United States Governments, but it would certainly be necessary for me to make it clear that we are in presence of a great failure and an utter breakdown of what was settled at Yalta. . . . The moment that Molotov sees that he has beaten us away from the whole process of consultations among Poles to form a new Government, he will know that we will put up with anything. On the other hand, I believe that combined dogged pressure and

CONTINUED ON NEXT PAGE

Sports car enthusiast JOHNNY LUJACK says:

"It pays to change your Oil Filter regularly"

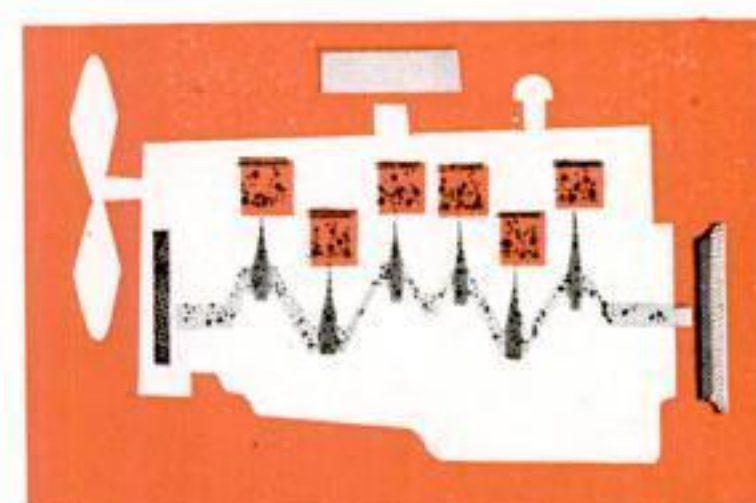


Cars are a favorite hobby with Johnny Lujack . . . and the famous quarterback is particular about keeping his in top condition. "I'm convinced," says Johnny, "any engine will run cleaner, run smoother . . . run *longer* if you keep a new Purolator Oil Filter on the job."

JOHNNY LUJACK—famous Notre Dame and All-American Quarterback. With the Chicago Bears, 1948 to 1952



5000 miles or less of normal driving may clog your oil filter with road dust, hard carbon and sludge, so it can't trap any more harmful particles out of engine oil!



Abrasives and sludge which a clogged filter can't trap out of oil stream can damage delicate engine parts—lead to costly repairs. Better get a new Purolator* Refill—fast!



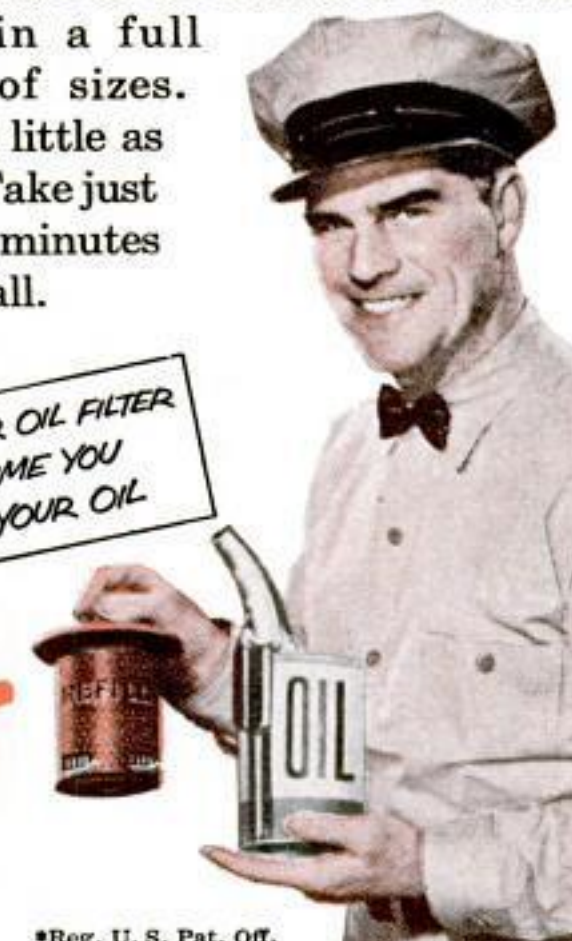
Purolator Filters save you money on repairs; keep your engine running cleaner, smoother, longer. Purolator is specified on more makes of cars than any other oil filter!

SEE YOUR SERVICE MAN TODAY! He'll put in a clean, new Purolator Micronic*. Purolator Refills are engineered for all makes of cars . . . come in a full range of sizes. Cost as little as \$1.60. Take just a few minutes to install.

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Look for this label on your favorite brand of matched sets (matching shirt and pants). It stands for a fabric with rugged strength for longer life and lasting good looks. The Stevens exclusive Delta Finish gives Twist Twill clear colors and a smooth supple texture. A completely washable fabric, Twist Twill is Sanforized for permanent fit — vat dyed for color fastness.

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CHURCHILL'S MEMOIRS CONTINUED

persistence along the lines on which we have been working and of my proposed draft message to Stalin would very likely succeed."

This produced a strongly argued reply, which had no doubt been the work of the State Department.

"I cannot but be concerned at the views you expressed in your message of the 13th. I do not understand what you mean by a divergence between our Governments on the Polish negotiations. . . . We have been merely discussing the most effective tactics, and I cannot agree that we are confronted with a breakdown of the Yalta agreement until we have made the effort to overcome the obstacles incurred in the negotiations at Moscow. . . . I cannot urge upon you too strongly the vital importance of agreeing without further delay on instructions to our Ambassadors so that the negotiations may resume. . . ."

Although I had no exact information about the President's state of health I had the feeling that, except for occasional flashes of



FRIENDLY FUTILITY

Foreign Ministers Eden and Stettinius take their seats in San Francisco Russian Consulate as Molotov waves Attlee, then Deputy Prime Minister, to his chair. Molotov went to U.N. founding as gesture to new U.S. President. But he conceded nothing.

courage and insight, the telegrams he was sending us were not his own. I therefore sent him a message in a personal vein to ease the uphill march of official business.

"I hope that the rather numerous telegrams I have to send you on so many of our difficult and intertwined affairs are not becoming a bore to you. Our friendship is the rock on which I build for the future of the world, so long as I am one of the builders. I always think of those tremendous days when you devised Lend-Lease, when we met at Argentia, when you decided with my heartfelt agreement to launch the invasion of Africa, and when you comforted me for the loss of Tobruk by giving me the 300 Shermans of subsequent Alamein fame. I remember the part our personal relations have played in the advance of the World Cause, now nearing its first military goal. . . ."

"Peace with Germany and Japan on our terms will not bring much rest to you and me (if I am still responsible). As I observed last time, when the war of the giants is over the wars of the pygmies will begin. . . . The advantage of this telegram is that it has nothing to do with shop. . . ."

"All good wishes."

WINSTON

The Soviet policy became daily more plain, as also did the use they were making of their unbridled and unobserved control of Poland. They asked that Poland should be represented at San Francisco only by the Lublin Government. When the Western Powers would not agree the Soviets refused to let Molotov attend. This threatened to make all progress at San Francisco, and even the Conference itself, impossible. Molotov in reply to an

CONTINUED ON PAGE 111

Get This Beautiful, Modern PYREX BAKING AND SERVING DISH

You'll use it as a *baking dish*—because it is sturdy Pyrex Ovenware, recognized everywhere for quality and durability. Then you'll use it as a *serving dish*—because it's so beautifully designed and in such a soft forest green color that it goes well with any table setting!

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CANS OF THESE TASTY HEINZ READY-
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One Of The Most Practical Dishes You've Ever Owned!**

If ever a dish was designed for modern living, it's this new Pyrex Baking and Serving Dish Heinz offers you! It's ideal for baking custards, puddings, noodle casseroles—or for heating ready-to-serve Heinz Oven-Baked Beans, Spaghetti, Chili Con Carne or Macaroni. Then you'll *serve* your foods in this same dish—because its modern rectangular shape and soft forest green color make it as attractive as it is durable.

Think of the work you'll save at clean-up time!

- **Get your Baking and Serving Dish** at your grocer's for only 79¢ with the purchase of any three cans of these quick-meal favorites: Heinz Spaghetti in tomato sauce; Heinz Macaroni in nippy cheese sauce; real Mexican-style Heinz Chili Con Carne; or old-fashioned Heinz *Oven-Baked Beans*—any style.
- **Be sure to** ask your grocer about this money-saving special offer next time you shop!

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IT'S THE WHITEST!

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Only new Baker's Coconut

as new BAKER'S COCONUT!

Heavenly halo for your favorite cake

Never before could you treat your family to a coconut cake as good as this! Why *not*? Because never—until now—were you able to buy such luscious coconut!

For Baker's has discovered a magic new way to seal in all the snowy whiteness, as well as the delectable flavor and tenderness of fresh-picked, tree-ripened coconut. New Baker's remains fresh in the package . . . on your cake—till the last slice is gone!

Serve this love of a cake for dinner tonight. Bake your favorite layer cake. Frost with this heavenly-quick icing. Add a radiant halo of Baker's Coconut. Then watch all eyes light up with pleasure!

*Fluffy, new no-cook frosting—
finger-lickin' good with new Baker's Coconut*

$\frac{3}{4}$ cup sugar	$\frac{1}{4}$ teaspoon cream of tartar
1 teaspoon vanilla	1 egg white, unbeaten
$\frac{1}{4}$ cup boiling water	Food coloring
1½ cups Baker's Coconut	

Place sugar, cream of tartar, vanilla and egg white in small deep bowl. Mix well. Add boiling water. Beat with egg beater (or at high speed of electric beater) until mixture will stand in stiff peaks—about 4 or 5 minutes. Add a few drops coloring to tint to desired shade. Spread between layers and on top and sides of cake. Sprinkle generously with tender, tasty Baker's Coconut. Makes 3 cups frosting, or enough to cover tops and sides of two 8-inch layers.

brings you the flavor of just-picked coconut!



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agreed communication from our Ambassadors on March 19 and in discussion on March 23 returned a series of flat negatives on every point he dealt with and ignored others. It was as plain as a pikestaff that his tactics were to drag the business out while the Lublin Committee consolidated their power. Negotiations by our Ambassadors held no promise of an honest Polish settlement.

On March 27 I felt bound to renew the discussion

March 27, 1945

Prime Minister to President Roosevelt

"... Surely we must not be manoeuvred into becoming parties to imposing on Poland—and on how much more of Eastern Europe—the Russian version of democracy? ... There seems to be only one possible alternative to confessing our total failure. That alternative is to stand by our interpretation of the Yalta Declaration. But I am convinced it is no use trying to argue this any further with Molotov. In view of this, is it not the moment now for a message from us both on Poland to Stalin? ..."

The President replied that he also had been watching "with anxiety and concern the development of the Soviet attitude since the Crimea Conference." He set forth his proposals for further negotiations by our Ambassadors, and then concluded: "I agree with you however that the time has come to take up directly with Stalin the broader aspects of the Soviet attitude (with particular reference to Poland), and my immediately following telegram will contain the text of the message I propose to send."

On April 1 I addressed Stalin myself.

"You will by now, I hope, have received the message from the President of the United States, which he was good enough to show to me before he sent it.* It is now my duty on behalf of His Majesty's Government to assure you that the War Cabinet desires me to express to you our whole-hearted endorsement of this message. ...

"No one has pleaded the cause of Russia with more fervour and conviction than I have tried to do. ... It is as a sincere friend of Russia that I make my personal appeal to you and to your colleagues ... not to smite down the hands of comradeship in the future guidance of the world which we now extend."

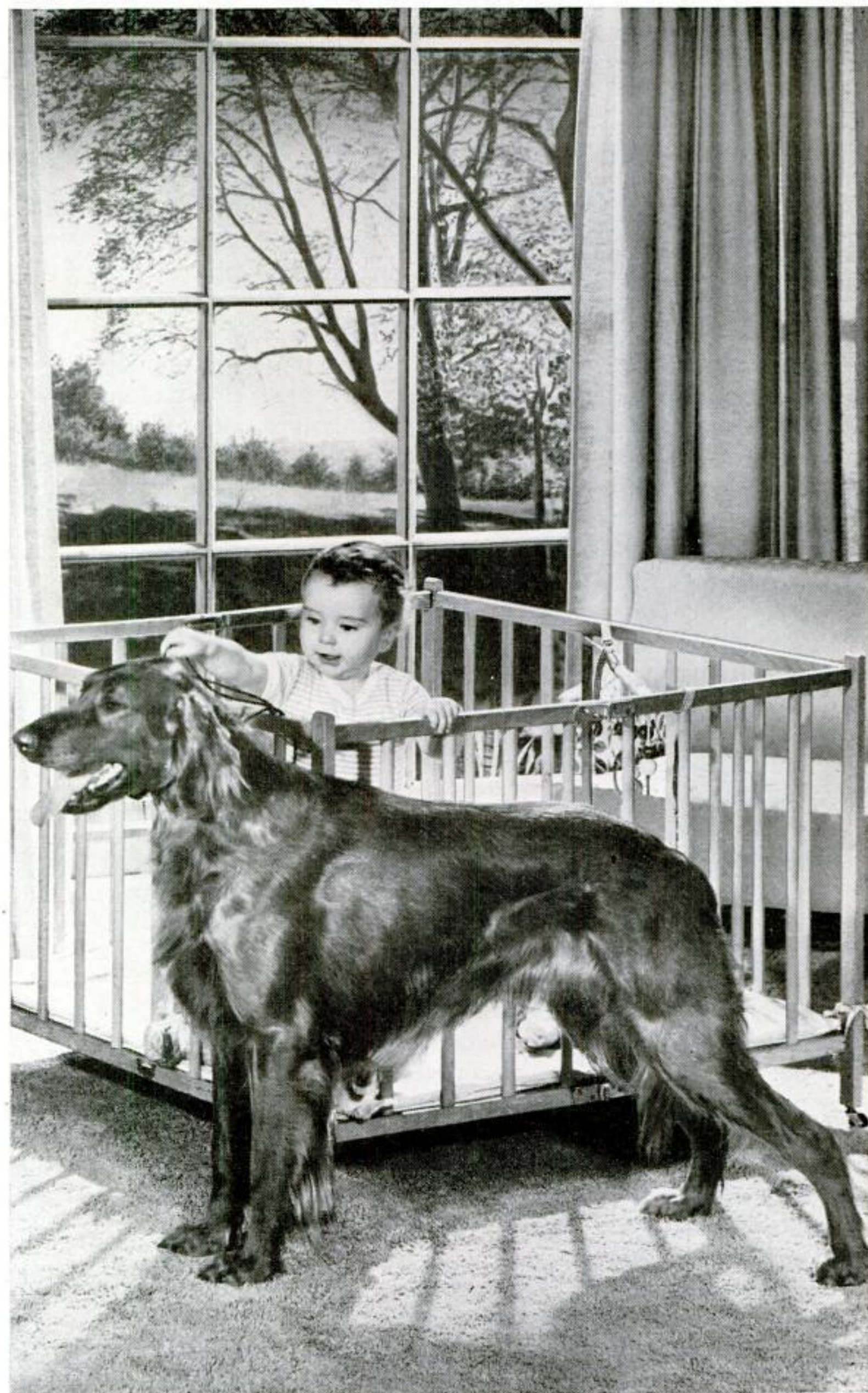
A WEEK later Stalin replied to us both. He blamed the British and American Ambassadors in Moscow for getting "the Polish affair into a blind alley." We had agreed at Yalta to form a new Polish Government by using the Lublin Government as a nucleus and reconstructing it. Instead, our Ambassadors were trying to abolish it and establish a completely new one. At Yalta we had also agreed to consult five Poles from Poland and about three from London. Our Ambassadors were now claiming that every member of the Moscow Commission could invite an unlimited number from both places. The Soviet Government could not allow this. Stalin then summed-up the steps we should take to "escape from the blind alley." The Lublin Government must be reconstructed, not liquidated, by replacing some of its existing Ministers by new ones from outside it; only eight Poles should be invited for consultation, five from Poland and three from London, and must accept the Yalta decision and be friendly to the Soviet Government; the Lublin Government must first be consulted because of its "enormous" influence in Poland and because any other course might insult the Polish people and make them think we were trying to impose a Government upon them without consulting public opinion. "I think," he concluded, "that if the above observations were taken into account an agreed decision on the Polish question could be arrived at in a short time."

The President cabled on April 11: "We shall have to consider most carefully the implications of Stalin's attitude and what is to be our next step. I shall of course take no action of any kind nor make any statement without consulting you, and I know you will do the same."

This was one day before President Roosevelt's death.

*The President's cable to Stalin expressed Roosevelt's belief that the failure of negotiations on Poland were "due to the interpretation which your Government is placing upon the Crimean decisions." He explained once again that the Western Allies wanted a new government in Poland, and cautioned Stalin that "a thinly disguised continuance of the present Warsaw regime would be unacceptable. ..."

CONTINUED ON NEXT PAGE



Feed your dog like this Dash-fed champion!

Champion Even Direct of Aragon, one of the many dog show winners who thrive on Dash, seems to rate high as a baby-sitter as well. The happy disposition of this Irish Setter stems from wonderful health and wonderful care. Much of this you can easily offer to your own dog. Start by feeding Dash—for proper care begins with proper diet. Dash is a quality dog food—a complete, well-balanced diet containing every food factor dogs are known to need for robust health. Best of all, in Dash, your dog gets the richest of all meats in proteins, vitamins and minerals. You see, Dash is fortified with liver! And the liver in Dash is as rich and nourishing as the liver you'd buy for your own table. Decide now to see how much an improved diet will do for your dog. Then buy Dash next time you shop!

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A 'GREAT FRIEND' DIES

PRESIDENT ROOSEVELT died suddenly on Thursday, April 12, at Warm Springs, Georgia. When I received these tidings early in the morning of Friday, the 13th, I felt as if I had been struck a physical blow. My relations with this shining personality had played so large a part in the long, terrible years we had worked together. Now they had come to an end, and I was overpowered by a sense of deep and irreparable loss. I went down to the House of Commons, which met at eleven o'clock, and in a few sentences proposed that we should pay our respects to the memory of our great friend by immediately adjourning. This unprecedented step on the occasion of the death of the head of a foreign State was in accordance with the unanimous wish of the Members, who filed slowly out of the chamber after a sitting which had lasted only eight minutes.

Although Roosevelt's death came as a shock and a surprise, as I have said I had been aware ever since we parted at Alexandria after the Yalta Conference that his strength was fading. But I had not fully realised how serious the President's condition had become. I knew that it was not his practice to draft his own telegrams about official business and no change in their style was apparent. Oliver Lyttelton, who saw him on March 29, telegraphed on the 30th that he was "greatly shocked by his appearance."

My first impulse was to fly over to the funeral, and I had already ordered an aeroplane. Lord Halifax telegraphed that both Hopkins and Stettinius were much moved by my thought of possibly coming over and both warmly agreed with my judgment of the immense effect for good that would be produced. And later that Truman had asked him to say how greatly he would personally value the opportunity of meeting me as early as possible, and that he thought a visit for the funeral, if I had had this in mind, would have been a natural and easy occasion. Mr. Truman's idea was that after the funeral I might have had two or three days' talk with him.

Much pressure was however put on me not to leave the country at this most critical and difficult moment, and I yielded to the wishes of my friends.

In the after-light I regret that I did not adopt the new President's suggestion. I had never met him, and I feel that there were many points on which personal talks would have been of the greatest value, especially if they had been spread over several days and not hurried or formalised. It seemed to me extraordinary, especially during the last few months, that Roosevelt had not made his deputy and potential successor thoroughly acquainted with the whole story and brought him into the decisions which were being taken. This proved of grave disadvantage to our affairs. There is no comparison between reading about events afterwards and living through them from hour to hour. In Mr. Eden I had a colleague who knew everything and could at any moment take over the entire direction, although I was myself in good health and full activity. But the Vice President of the United States steps at a bound from a position where he has little information and less power into supreme authority. How could Mr. Truman know and weigh the issues at stake at this climax of the war? Everything that we have learnt about him since shows him to be a resolute and fearless man, capable of taking the greatest decisions. In these early months his position was one of extreme

difficulty, and did not enable him to bring his outstanding qualities fully into action.

A very informative telegram from our Ambassador reached me four days after President Roosevelt's death.

April 16, 1945

Lord Halifax to Prime Minister

"Anthony [Eden] and I saw Harry Hopkins this morning. . . . He had not been greatly surprised by the President's death, and was thankful that he had not had a stroke and had lost power like Wilson. For some time he had noticed how much the President had failed. He had been able to do only very little work.

"He judged President's death to have created a completely new situation in which we should be starting from scratch. One thing we could be certain of would be that the policy would be very much more the concerted action of the Senate. How this would work it was quite impossible to predict. Much would depend on his personal judgments of the people with whom he would be dealing.

"Harry thought, on the whole, it had worked out for the best that you had decided not to come over now. To give Truman a few weeks to find his feet was very much to the good. Meanwhile you could be exchanging personal messages, which would make him begin to feel he knew you. Anthony suggested that it would be better, especially if events went the way that looked likely, and if Truman came over to see the United States troops, for him to stop in London *en route*, which we should like also on general grounds, and which F.D.R. had promised to do. Harry liked that idea. . . .

"As regards himself, Truman had asked Harry to give him notes on foreign and international policy, which Harry was doing, but he could certainly not carry on in his present job. Truman probably would not want him, and Harry anyhow would not do it. Truman's methods would be quite different to those of F.D.R.: he would conduct his own business, and there would be no room for Harry's particular line of usefulness. They had mentioned the future in a talk they had yesterday. . . .

"It may be of interest that Truman's hobby is history of military strategy, of which he is reported to have read widely. He certainly betrayed surprising knowledge of Hannibal's campaigns one night here. He venerates Marshall."

Anthony Eden, who was now in Washington, wrote:

"Edward [Stettinius] and I paid our first call on the President this morning. He made a good impression. . . . I repeated your regret that it had not been possible for you to come to Washington on the occasion of the late President's funeral, but said that you hoped an early meeting would be possible. The President said that he warmly reciprocated these sentiments. We would understand that he had inherited heavy responsibilities. He had to familiarise himself with a wide range of subjects. It was however his intention to continue on exactly the same lines of foreign policy as the late President had followed. . . .

"My impression from the interview is that the new President is honest and friendly. He is conscious of but not overwhelmed by his new responsibilities. His references to you could not have been warmer. I believe we shall have in him a loyal collaborator, and I am much heartened by this first conversation."



'IRREPARABLE LOSS'

As muffled cathedral bells ring, Prime Minister Churchill emerges from memorial services held for President Roosevelt at St. Paul's, London.



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When it comes to trains, boys have a one-track mind. They want Lionel Trains... nothing else is the real thing. They know that only Lionel has *Magne-Traction*.* They know that nothing else approaches the true-to-life realism of Lionel's scale detailing. You can't fool today's youngsters... and for solid value, it's better not to try. Just follow his "one-track mind" to your Lionel dealer's!

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"You have actually gilded the lily! Your new Ritz Crackers are superb, so golden brown—and the last one's as crisp as the first. They are our favorite dessert with cheese and fruit—but they don't need anything on them to make them enjoyable—they are so delicious by themselves. We agree wholeheartedly with your slogan—NOTHING TASTES AS GOOD AS RITZ BUT RITZ!"

NATIONAL BISCUIT COMPANY

TRUMAN PICKS UP THE REINS

PRESIDENT TRUMAN's first political act which concerned us was to take up the Polish question from the point where it stood when Roosevelt died, only forty-eight hours earlier. He proposed a joint declaration by us both to Stalin. The document in which this was set forth must of course have been far advanced in preparation by the State Department at the moment when the new President succeeded. Nevertheless it is remarkable that he felt able so promptly to commit himself to it amid the formalities of assuming office and the funeral of his predecessor.

He felt we should "have another go" and he accordingly proposed telling Stalin that our Ambassadors in Moscow had agreed without question to the three leaders of the Warsaw Government being invited to Moscow for consultation and assuring him we had never denied they would play a prominent part in forming the new Provisional Government of National Unity. Our Ambassadors were not demanding the right to invite an unlimited number of Poles from abroad and from within Poland. The real issue was whether the Warsaw Government could veto individual candidates for consultation, and in our opinion the Yalta Agreement did not entitle them to do so.

Stalin replied in effect that we regarded the Provisional Polish Government, not as the nucleus of a future Polish Government of National Unity, but simply as one of several groups equivalent to any other group of Poles. This was not what we had decided at Yalta. "There," he claimed, "all three of us, including President Roosevelt, proceeded on the assumption that the Provisional Polish Government, functioning now, as it does, in Poland and enjoying the confidence and support of the majority of the Polish people, should be the nucleus—that is to say, the principal part—of a new reorganised Government of National Unity. You evidently are not in agreement with such an understanding of the question. . . ."

On April 29 I put my whole case to Stalin.

"... We are all shocked that you should think that we would favour a Polish Government hostile to the Soviet Union. This is the opposite of our policy. But it was on account of Poland that the British went to war with Germany in 1939. . . . They can never feel this war will have ended rightly unless Poland has a fair deal in the full sense of sovereignty, independence, and freedom, on the basis of friendship with Russia. It was on this that I thought we had agreed at Yalta.

"... There is not much comfort in looking into a future where you and the countries you dominate, plus the Communist Parties in many other States, are all drawn up on one side, and those who rally to the English-speaking nations and their associates or Dominions are on the other. It is quite obvious that their quarrel would tear the world to pieces and that all of us leading men on either side who had anything to do with that would be shamed before history. . . . Do not, I beg you, my friend Stalin, underrate the divergences which are opening about matters which you may think are small to us but which are symbolic of the way the English-speaking democracies look at life."

I received a most disheartening reply:

"... I am obliged to say that I cannot agree with the arguments which you advance in support of your position. . . ."

"The United Nations are concerned that there should be a firm and lasting friendship between the Soviet Union and Poland. Con-

sequently we . . . insist, and shall insist, that there should be brought into consultation on the formation of the future Polish Government only those persons who have actively shown a friendly attitude towards the Soviet Union and who are honestly and sincerely prepared to co-operate with the Soviet State. . . ."

"It appears from your message that you are not prepared to regard the Polish Provisional Government as the foundation of the future Government of National Unity. . . . I must say frankly that such an attitude excludes the possibility of an agreed solution of the Polish question."

ABOUT a month later President Truman asked Harry Hopkins to go as his special envoy to Moscow to make another attempt to reach a working agreement on the Polish question. Certainly for the first time some progress was made. Stalin agreed to invite Mikolajczyk and two of his colleagues to Moscow from London for consultation, in conformity with our interpretation of the Yalta Agreement. He also agreed to invite some important non-Lublin Poles from inside

Poland. I persuaded Mikolajczyk to go to Moscow and in the upshot a new Polish Provisional Government was set up. At Truman's request this was recognised by both Britain and the United States on July 5.

It is difficult to see what more we could have done. For five months the Soviets had fought every inch of the road. They had gained their object by delay. During all this time the Lublin Administration, sustained by the might of the Russian armies, had given them a complete control of Poland, enforced by the usual deportations and liquidations. They had denied us all the access for our observers which they had promised. All the Polish parties, except their own Communist puppets, were in a hopeless minority in the new recognised Polish Provisional Government. We were far as ever from any real and fair attempt to obtain the will of the Polish nation by free elections.

There was still a hope—and it was the only hope—that the next meeting of "the Three," now impending, would enable a genuine and honourable settlement to be achieved. So far only dust and ashes had been gathered, and these are all that remain to us to-day of Polish national freedom.

To see how truly the results of all the arguments with Russia over Poland amounted only to dust and ashes, it is necessary to look ahead to the discussions on the subject at Potsdam in July. Churchill records what happened when he and President Truman sat down with Stalin:

We had agreed at Yalta that Russia should advance her western frontier into Poland as far as the "Curzon Line." We had always recognised that Poland in her turn should receive substantial accessions of German territory. The question was, how far into Germany should she go? Stalin had wanted to extend the western frontier of Poland along the river Oder to where it joined the Western Neisse; Roosevelt, Eden, and I had insisted it should stop at the Eastern Neisse. All three heads of Governments had publicly bound themselves at Yalta to consult the Polish Government, and to leave it to the Peace Conference for final settlement. But in July, 1945 we faced a new situation. The Soviet-dominated Government of Poland had pressed forward, not to the Eastern Neisse, but to the Western. Much of this territory was inhabited by Germans, and although several millions had fled



'HONEST AND FRIENDLY'

This was Foreign Secretary Anthony Eden's impression of the new President after his first call on Harry Truman. By the time Eden made his call, four days after Roosevelt's death, President Truman had already taken a direct hand in the Polish dispute.

many had stayed behind. What was to be done with them? Were we to move them? Even if such a transfer could be contemplated, there was not enough food for them in what was left of Germany. Much of Germany's grain came from the land the Poles had seized, and if this was denied us the Western Allies would be left with wrecked industrial zones and a starved and swollen population. For the future peace of Europe here was a wrong beside which Alsace-Lorraine and the Danzig Corridor were trifles. One day the Germans would want their territory back, and the Poles would not be able to stop them.

At the Potsdam Conference Mr. Truman recalled that we had agreed to divide Germany into four zones of occupation, based on her 1937 frontiers. The British and the Americans had moved their troops back into their new zones, but apparently the Soviet Government had given the Poles a zone of their own without consulting us. Unless this zone counted as part of Germany how could we settle reparations and all the other German questions?

Stalin denied giving the Poles a zone of their own. He declared that the Soviet Government had not been able to stop them. The German population had retreated westwards with the German armies. Only the Poles remained. The Soviet armies needed someone to administer their rear areas. They were not accustomed to fight and clear territory and set up their own administration at the same time. Why not let the Poles do it?

"We ought to keep to the zones we agreed at Yalta," said the President. "If we don't reparations and all sorts of other matters will be difficult to settle."

"We are not worried about reparations," said Stalin.

"The United States will get none anyhow," answered Mr. Truman, "but they will also try to avoid paying anything."

"Nothing definite was fixed at Yalta about the western frontier," said Stalin. "None of us are bound."

This was true. The President said that he did not think we could settle the matter now. It would have to wait for the Peace Conference.

"It will be still more difficult," said Stalin, "to restore a German administration."

"You can use a Polish one in your own zone of occupation in Germany," said the President.

"That is all very well," was Stalin's answer, "but the Germans have fled and the natural and indeed the only solution is to set up a friendly administration of Poles. This does not commit us to any particular boundary, and if the Conference cannot agree about one it can remain in suspense."

"Can it?" I interrupted. "These are very important areas for feeding Germany."

"Who will produce the grain?" countered Stalin. "There is nobody left to plough the land except Poles."

"What has become of the Germans?" we both asked.

"They have fled."

How, I asked Stalin, were we to feed the



BALLOTS IN THE GUTTER testify to the disgust of Poles at the Red-rigged elections. Out of 372 seats in the Polish Parliament, the Communists won 327.

Germans who had fled? A quarter of Germany's arable land would be lost. I was not even sure that Stalin was right that all the Germans had fled. Some people thought that more than two millions were still there.

Stalin thereupon challenged my figures, saying that not a single German remained in the area which he proposed to give to the Poles. The Germans had quitted their lands. The Poles were cultivating them, and they were not likely to let the Germans come back.

Considerable discussion followed about referring the whole matter to the Council of Foreign Ministers. The President said he could not understand why it was so urgent. We had had a most useful and helpful discussion, and the best course was to remit the question to the Foreign Ministers. I protested that it was very urgent.

I said that we should invite the Poles to come to the Conference at once. Stalin and the President agreed, and we resolved to send them an invitation.

Accordingly, at a quarter-past three on the afternoon of July 24 the representatives of the Polish Provisional Government, headed by their President, Bierut, came to my house in the Ringstrasse. I had a stern talk with Bierut alone.

War, he said, provided an opportunity for "new social developments." I asked whether this meant that Poland was to plunge into Communism. Bierut assured me that according to his ideas Poland would be far from Communist. She wanted to be friendly with the Soviet Union and learn from her, but she had her own traditions and did not wish to copy the Soviet system, and if anyone tried to impose it by force the Poles would probably resist.

I once more impressed on him the importance of free elections. It was no good if only one side could put up candidates. There must be free speech, so that everyone could argue matters out and everyone could vote, as was the case in Great Britain.

Bierut said his Government did not want to stop people expressing political views. As many small parties as wished could take part in

the elections, but normally there would be only a few large groups, probably not more than four or five. Such was the present trend. Elections in Poland would be even more democratic than English ones, and home politics would develop more and more harmoniously.

I said there was no question of our standing in the way of Poland's future, but the frontier question was entangled with the problems of reparations and supply. We had had a great mass of Germans thrown upon our hands, while the Poles had the rich territories from which they had been fed. They were asking too much. We and the Americans might pursue one policy and the Russians another. That would have serious consequences.

My appeal came to nothing. The world has yet to measure the "serious consequences" which I forecast.



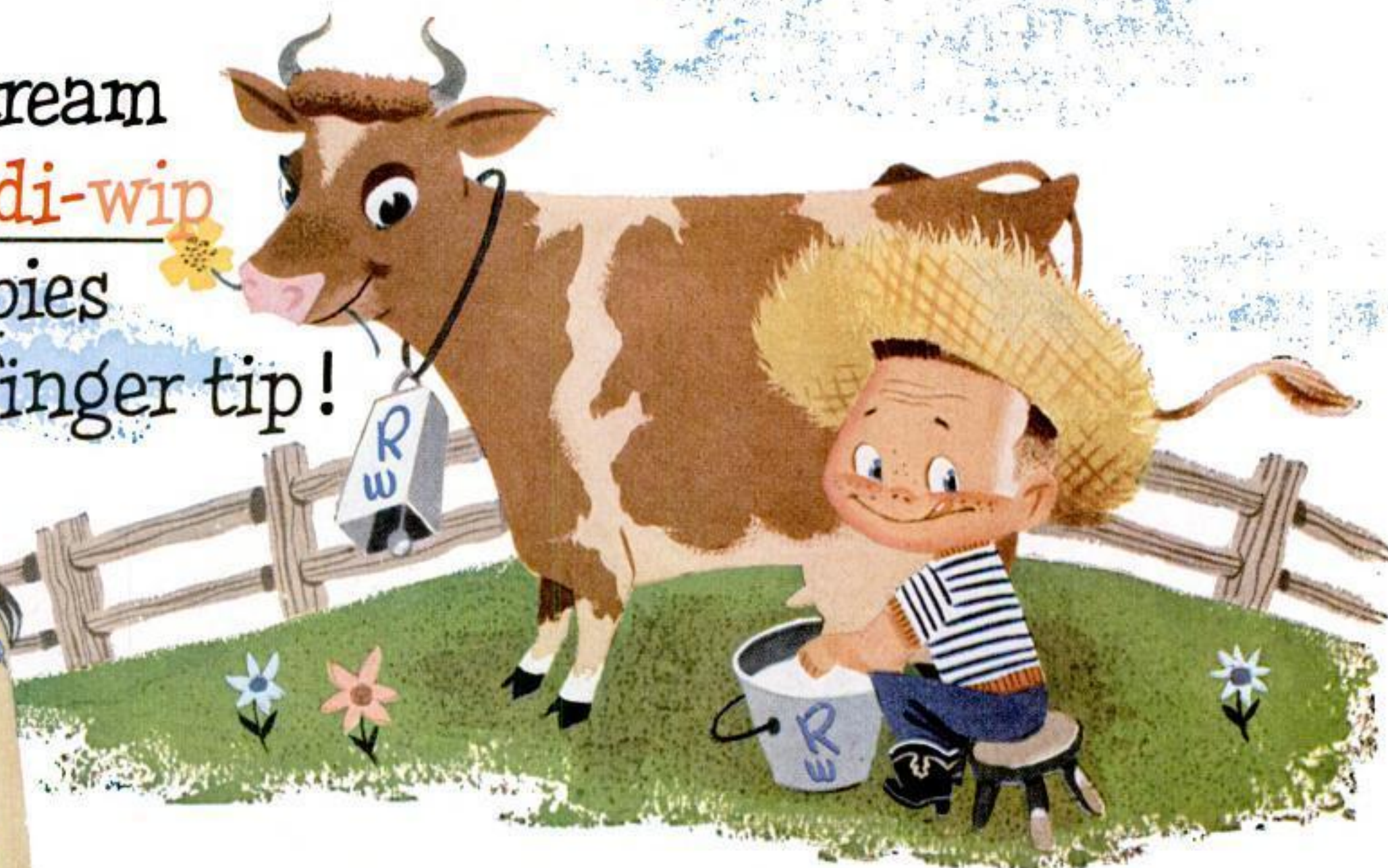
NEW BOUNDARIES of Poland are the Curzon Line and Western Neisse and Oder rivers. Gray areas show land Poland lost to Russia and gained from Germany.

IN NEXT WEEK'S ISSUE: TRIUMPH TURNS TO TRAGEDY

In the final instalment of his Nobel Prize-winning memoirs, Sir Winston Churchill describes V-E Day, explains the beginnings of the troubles that plague Trieste today, reveals "the most cordial message I

have ever had" from Stalin and tells how Stalin heard about the A-bomb. But it is at Potsdam that Sir Winston's major theme reaches its climax, as he shows how World War II triumph turned to cold war tragedy.

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Ask to see Arrow "Colorama" ensembles at your Arrow dealer's *now*!

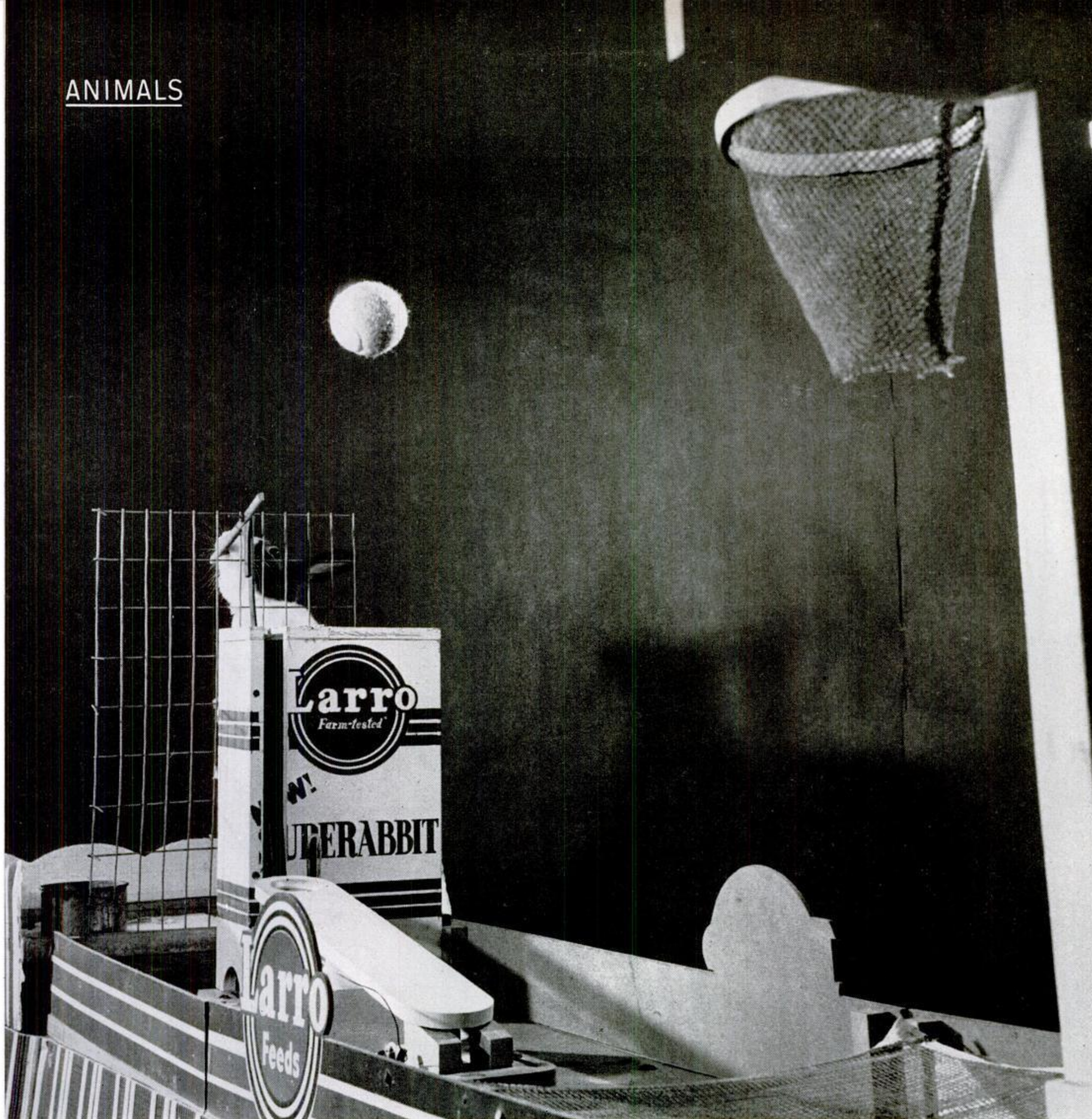
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ANIMALS



SURESHOT PULLS LEVER (IN CAGE), SHOOTING UP BASKETBALL WHICH, IF IT GOES THROUGH BASKET, WILL TRIP WIRE, RELEASING PELLETS OF RABBIT FOOD

FUR AND FEATHERS IN SPORTING WORLD

SURESHOT GETS A STRONG GRIP ON THE LEVER



Rabbits and chickens play games for their suppers

A 9-month-old rabbit named Sureshot, after a brief training course with an animal psychologist, has learned the same lesson many human basketball players much older than he have learned: if he keeps getting the ball through the basket he will be fed. Sureshot is at present in the employ of a feed concern and eats and advertises their product at fairs all over the country. Skillful and hungry enough to play his private game of basketball for two hours at a time, he is an unfailingly popular attraction. But recently competition (*next page*) has developed from a most unlikely source.

CONTINUED ON NEXT PAGE

SURESHOT GETS HIS REWARD FOR A GOOD SHOT





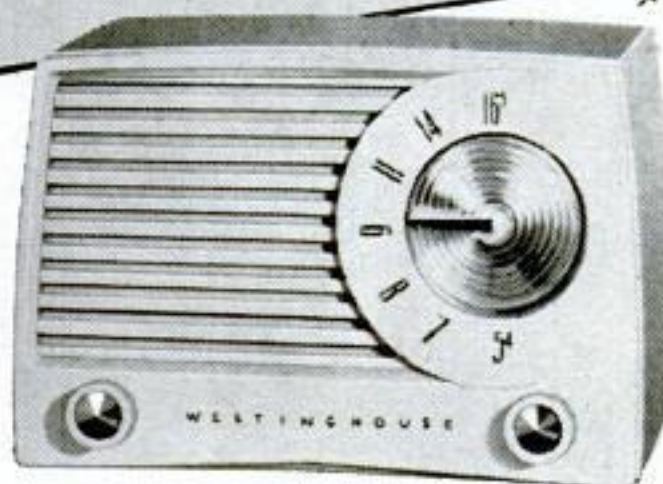
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Set this handsome, rich brown
clock radio to your favorite wake-up
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Model 420T5, a special value
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Light, powerful Personal
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batteries, with battery saver.
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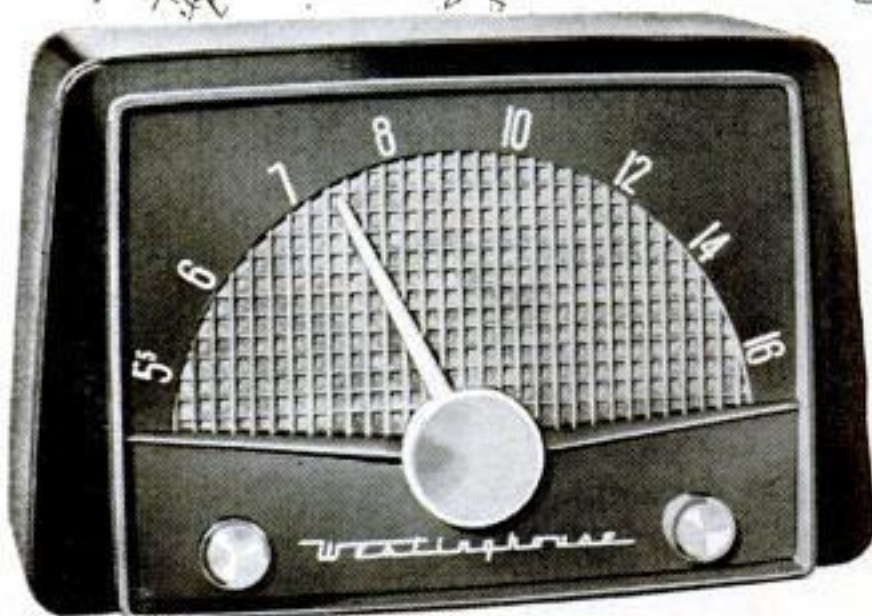


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At home in the smartest
surrounding, this dainty gold-
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is yours for only \$24.95*. Also
in maroon or brown.



Long-range reception and tone
to please the critical ear—you'll
find them in this luxurious-looking
maroon-finish table radio.
Model 393T6, \$36.95*



Shining lights on the Westinghouse
family tree this Christmas! As bright and gay as the
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See them at your Westinghouse dealer's now.
You'll want to take them all "home for Christmas!"
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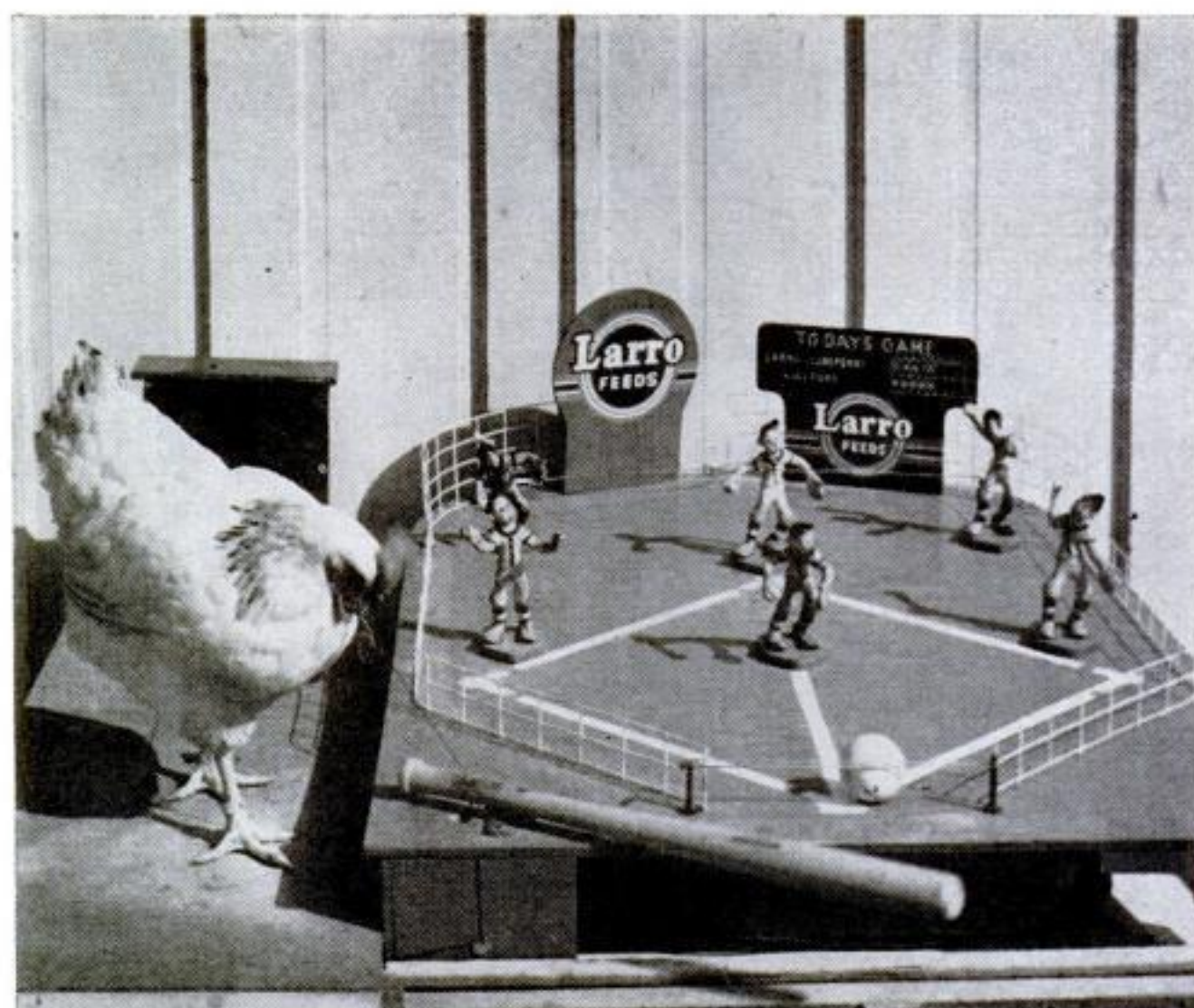
Westinghouse



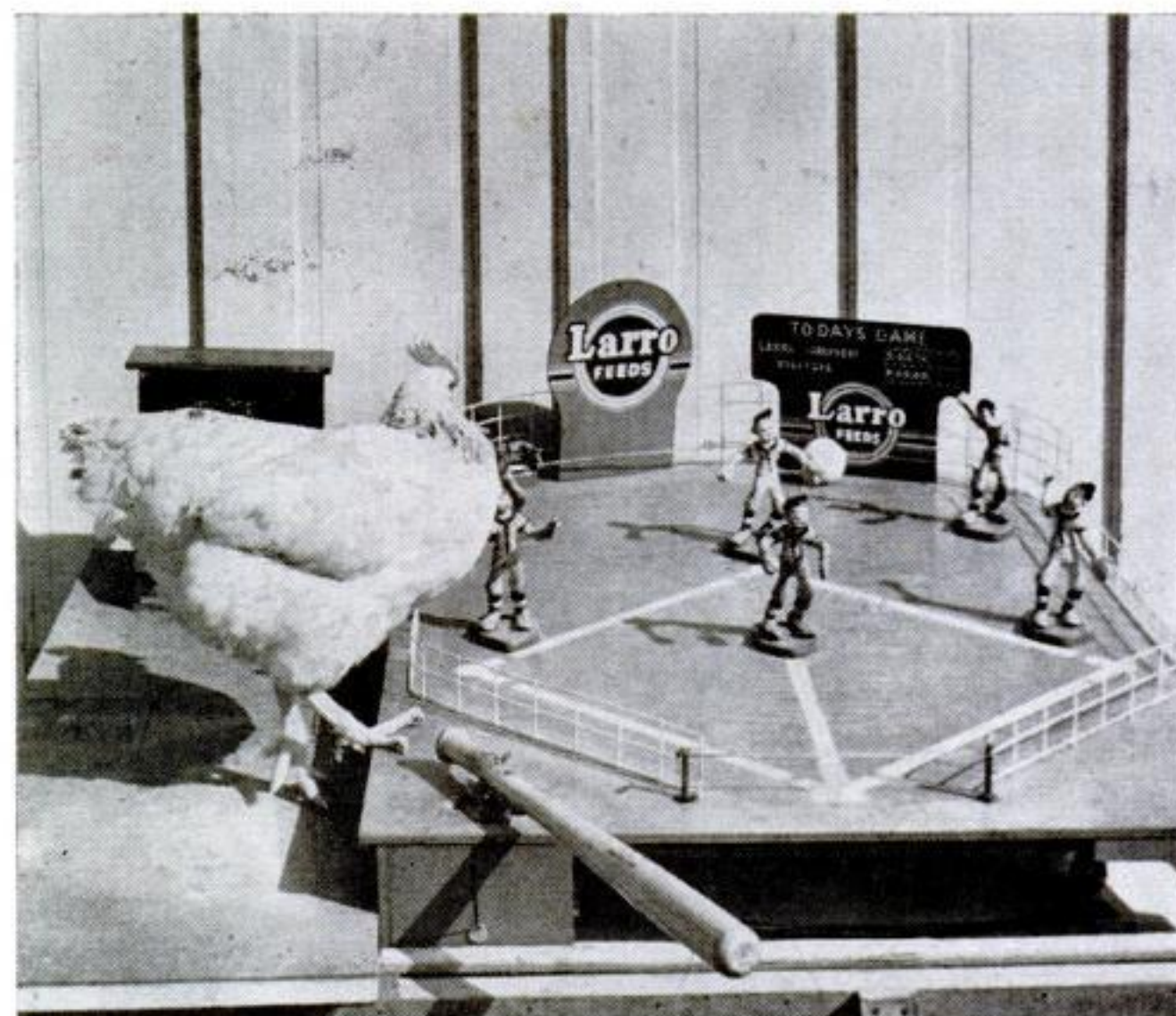
TUNE IN EACH WEEK ON TV...WESTINGHOUSE PRO FOOTBALL...WESTINGHOUSE STUDIO ONE

Fur and Feathers CONTINUED

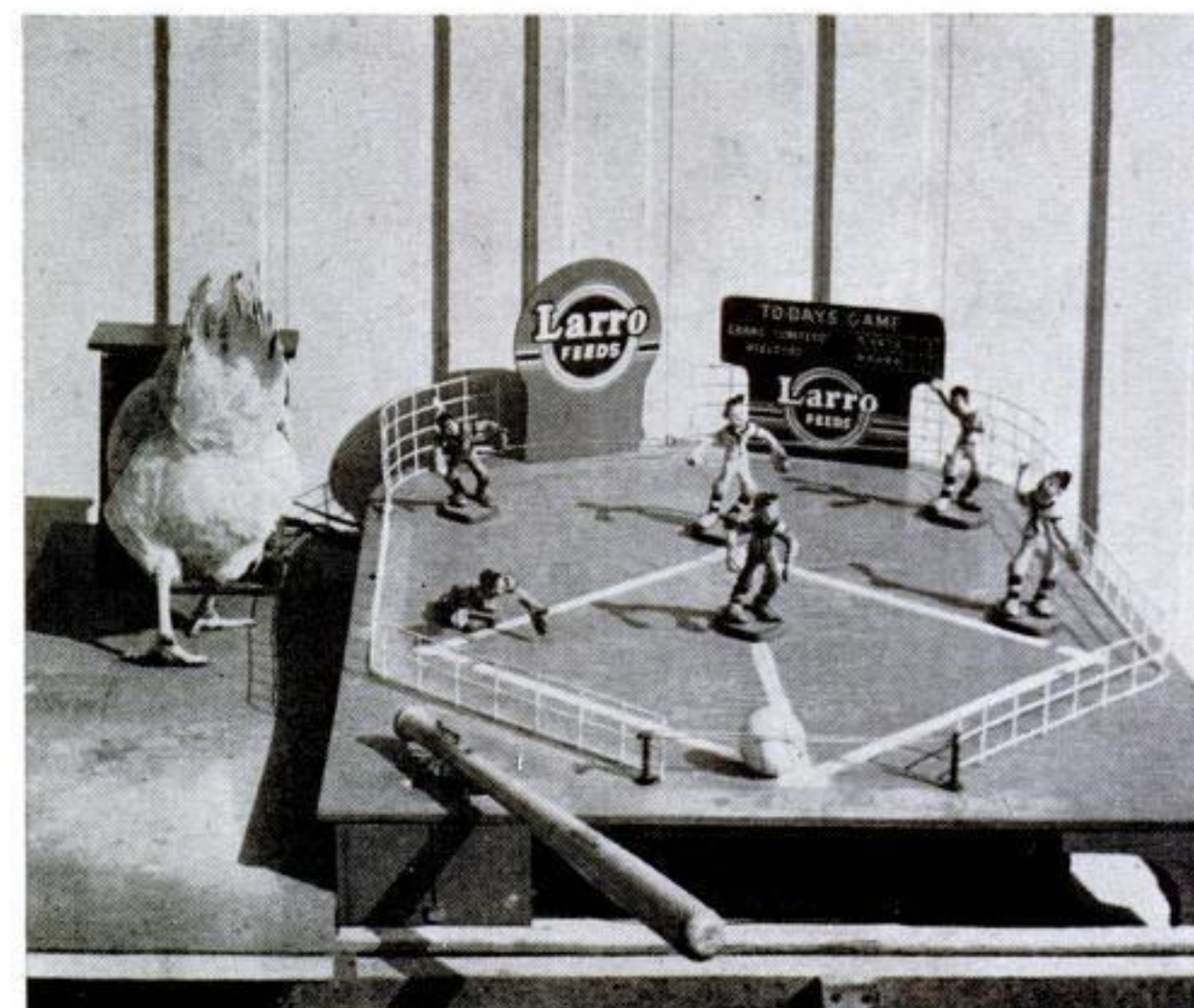
A CLUCKING CASEY AT THE BAT



CASEY, AN INDIAN RIVER HEN, has been trained to play baseball by psychologist. She pecks at rubber loop which activates bat which hits baseball.



A LINE DRIVE is hit sharply to right center field. If the ball is stopped by one of the fielders, Casey is forced to begin her pecking all over again.



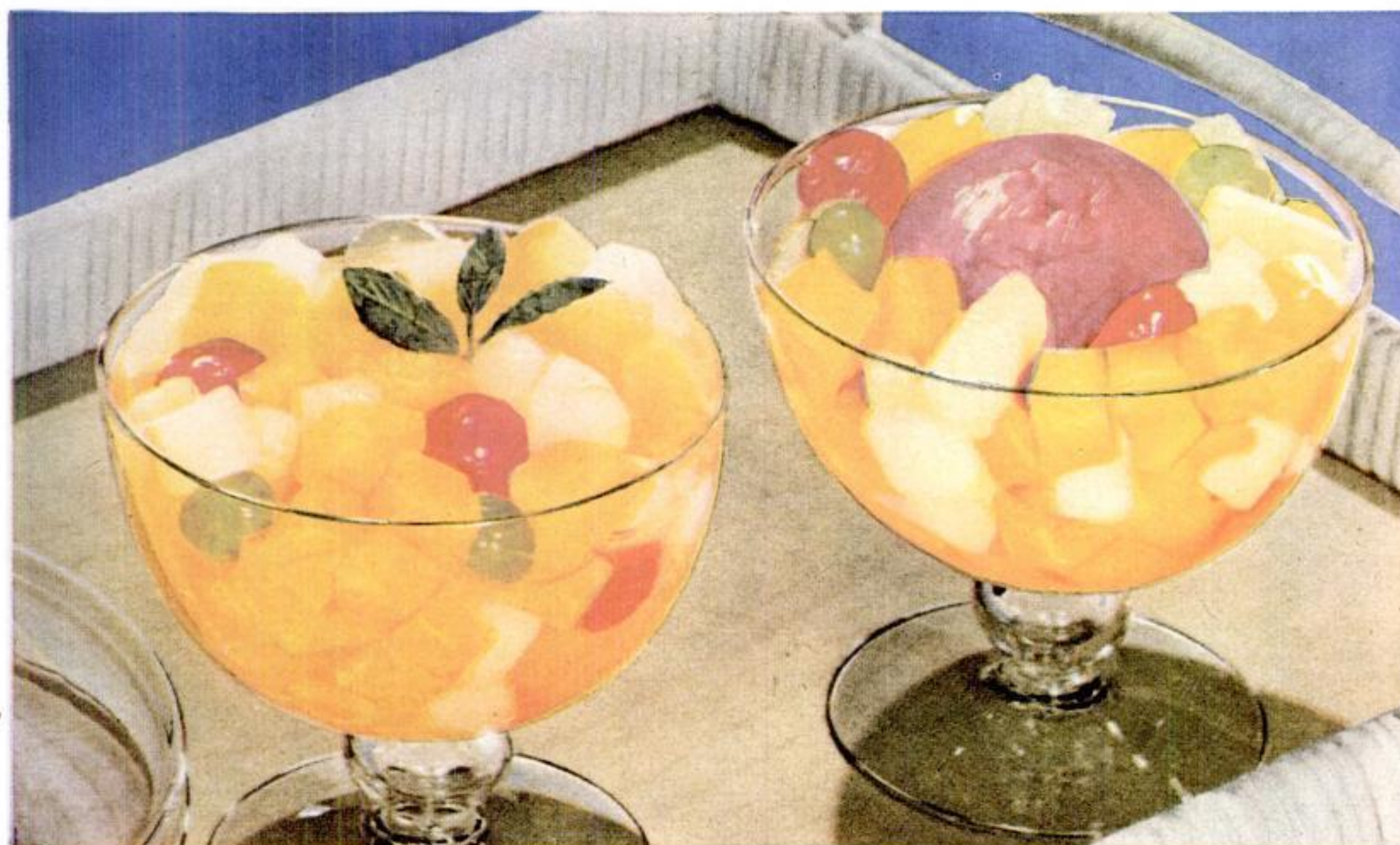
THE BATTER RUNS down the third base line to get a few grains of corn spilled when the ball hits the fence for a home run. Next batter is now up.

CONTINUED ON PAGE 123

Why leading canners use dextrose in canning fruits

dextrose protects fine texture and bright color

Luscious fruits are picked at the peak of ripeness... firm, juicy and colorful. To bring these healthful fruits to you with all their glorious goodness, canners very carefully pack them in a protective syrup... which helps to retain firm texture and bright color... prevents the fruit from turning soggy... and from "edge-sloughing."



dextrose "points up" natural flavor

Mildly sweet dextrose sugar makes a *perfect* syrup—which actually *enhances* the *natural* flavor of fruits, never cloys, never "masks" true fruit flavors. By making perfect syrups—dextrose helps to preserve the wonderful fruits you buy year-round in tins and glass.

Facts about dextrose... →

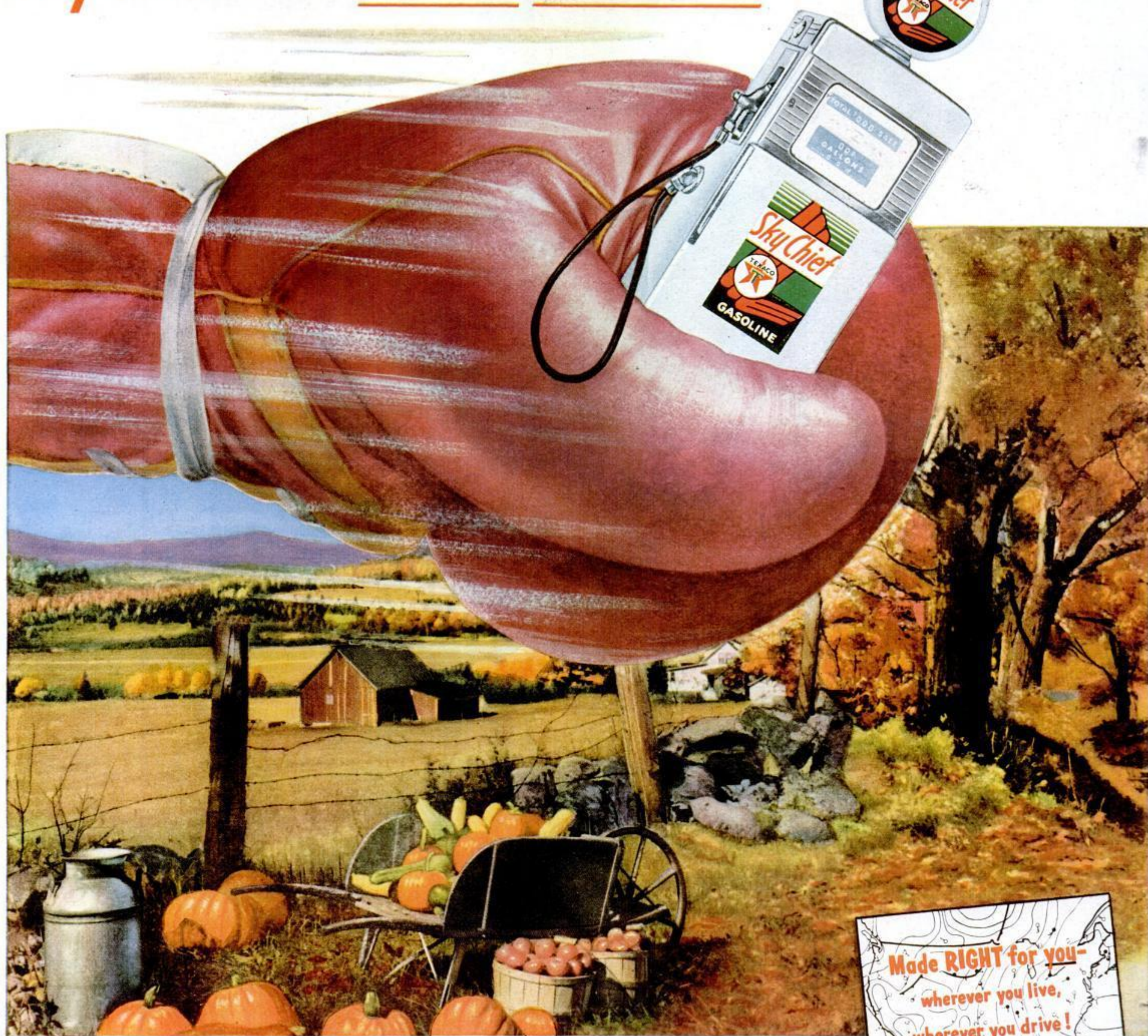
You won't find dextrose, food-energy sugar, for sale in a retail store. It is sold only to commercial producers of fine foods and beverages... who use it to improve the flavor and quality of their products.

As a natural sugar, dextrose is found in most fruits and many vegetables. It is sparkling white, mildly sweet and cooling to taste. Actually, dextrose is the sugar your body uses *directly* for energy. It needs no digestion... it is promptly absorbed and utilized for energy.

Under the trade name of Cerelese, dextrose sugar is produced by the Corn Products Refining Company.



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... puts more **PUNCH** in your Fall driving!

WHEREVER you live, *wherever* you drive, you'll drive *better* with Texaco Sky Chief gasoline in your tank. For today's Sky Chief is 100% *Climate-Controlled* — blended for maximum performance in the climate, altitude and season in *your* area and in *each one* of the 25 weather areas of the U.S.A.*

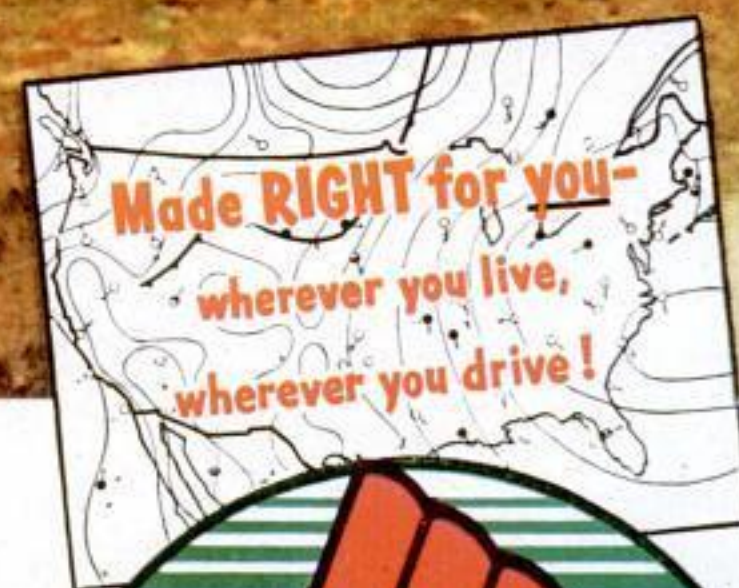
Try it. You'll *feel* why Sky Chief is the premium gasoline for *those who want the best* — feel it in snappier starts and warm-ups...smoother, hustle-packed getaways...and a big reserve of ready power for the hills and highways. Fill up with

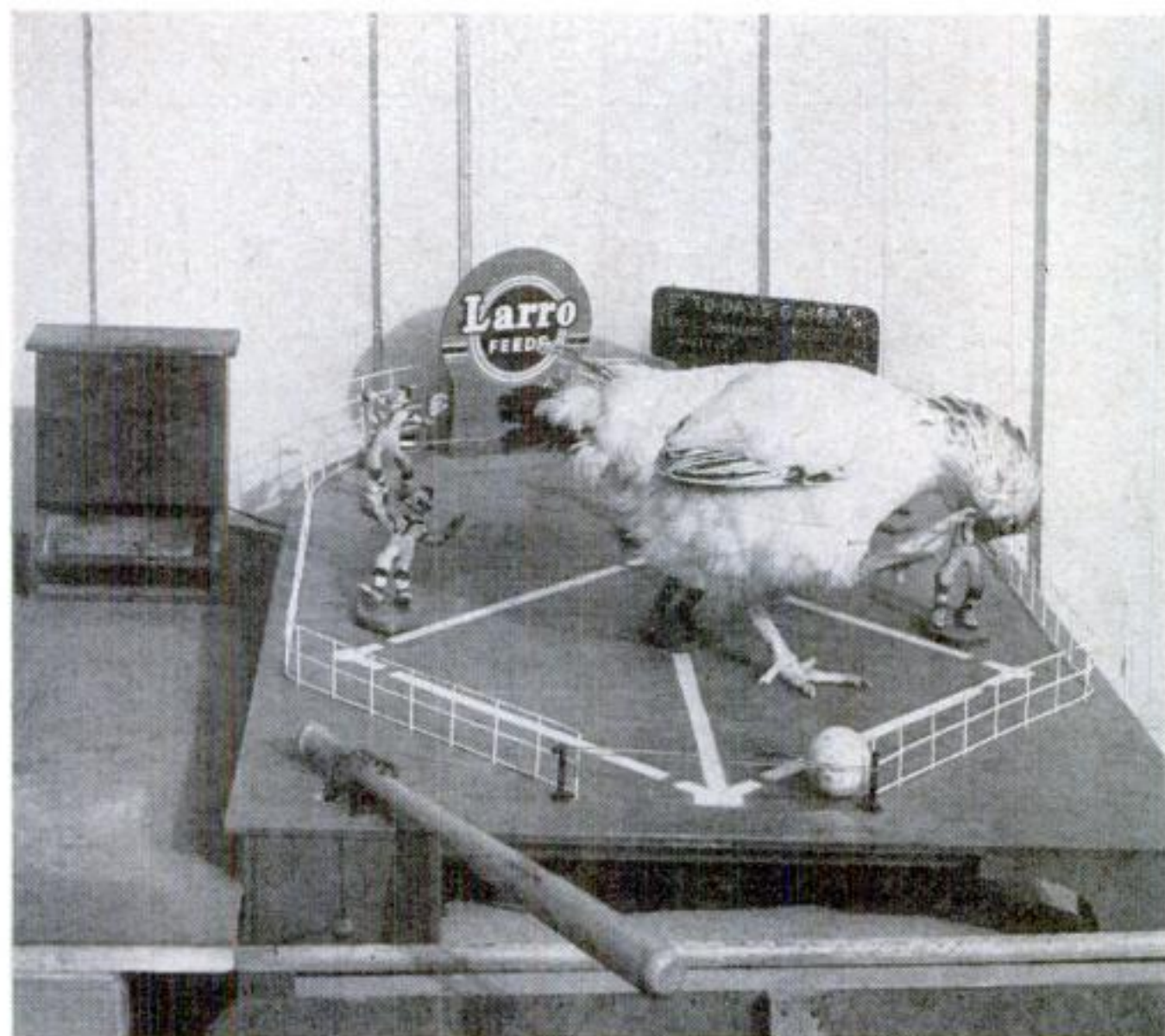
weather-wise Sky Chief gasoline at your Texaco Dealer — *the best friend your car has ever had.*

*Texaco engineers analyzed more than 40 years of weather records, then divided the U. S. into 25 weather areas.

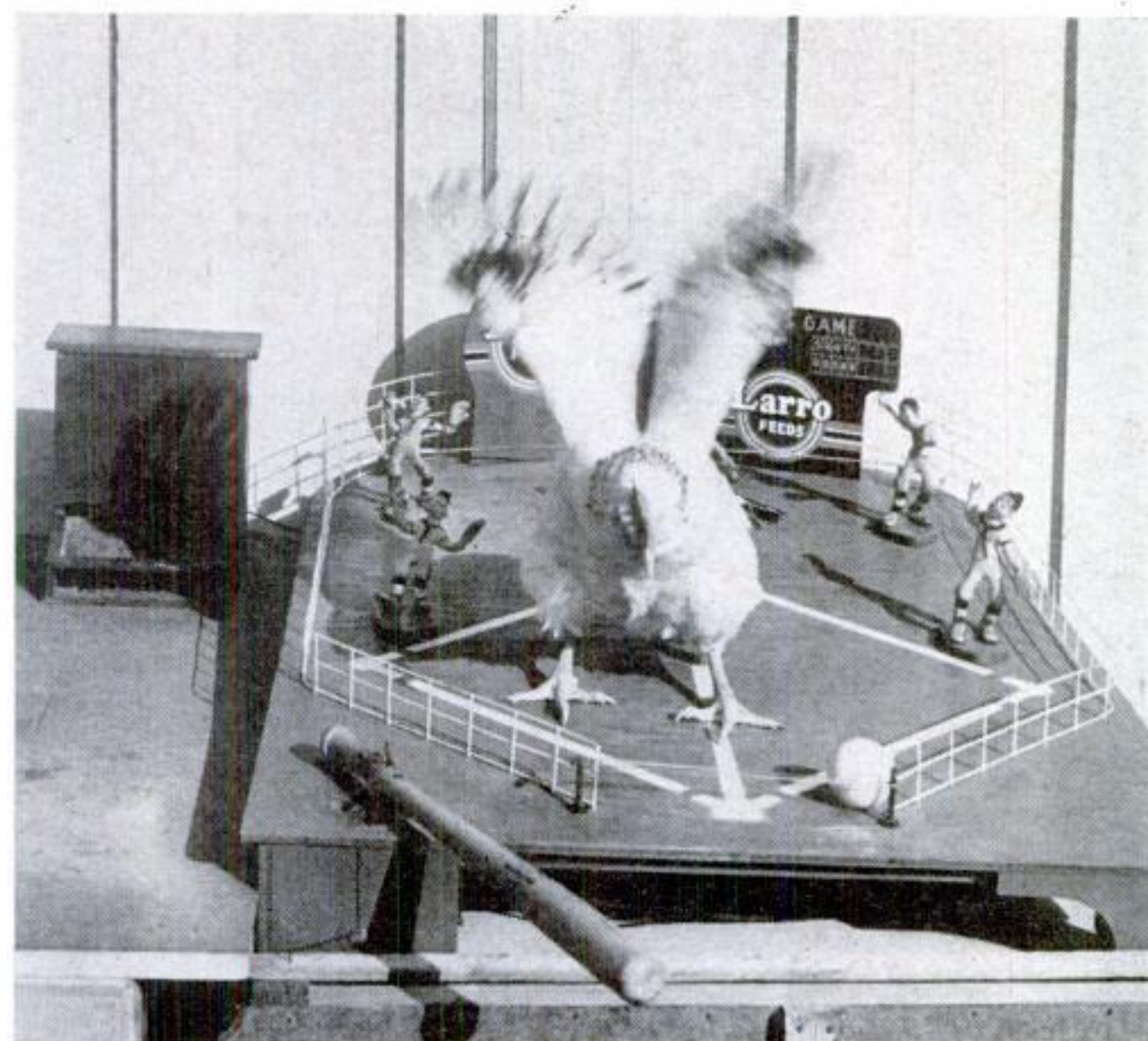
THE TEXAS COMPANY
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Texaco Products are also distributed in Canada and Latin America

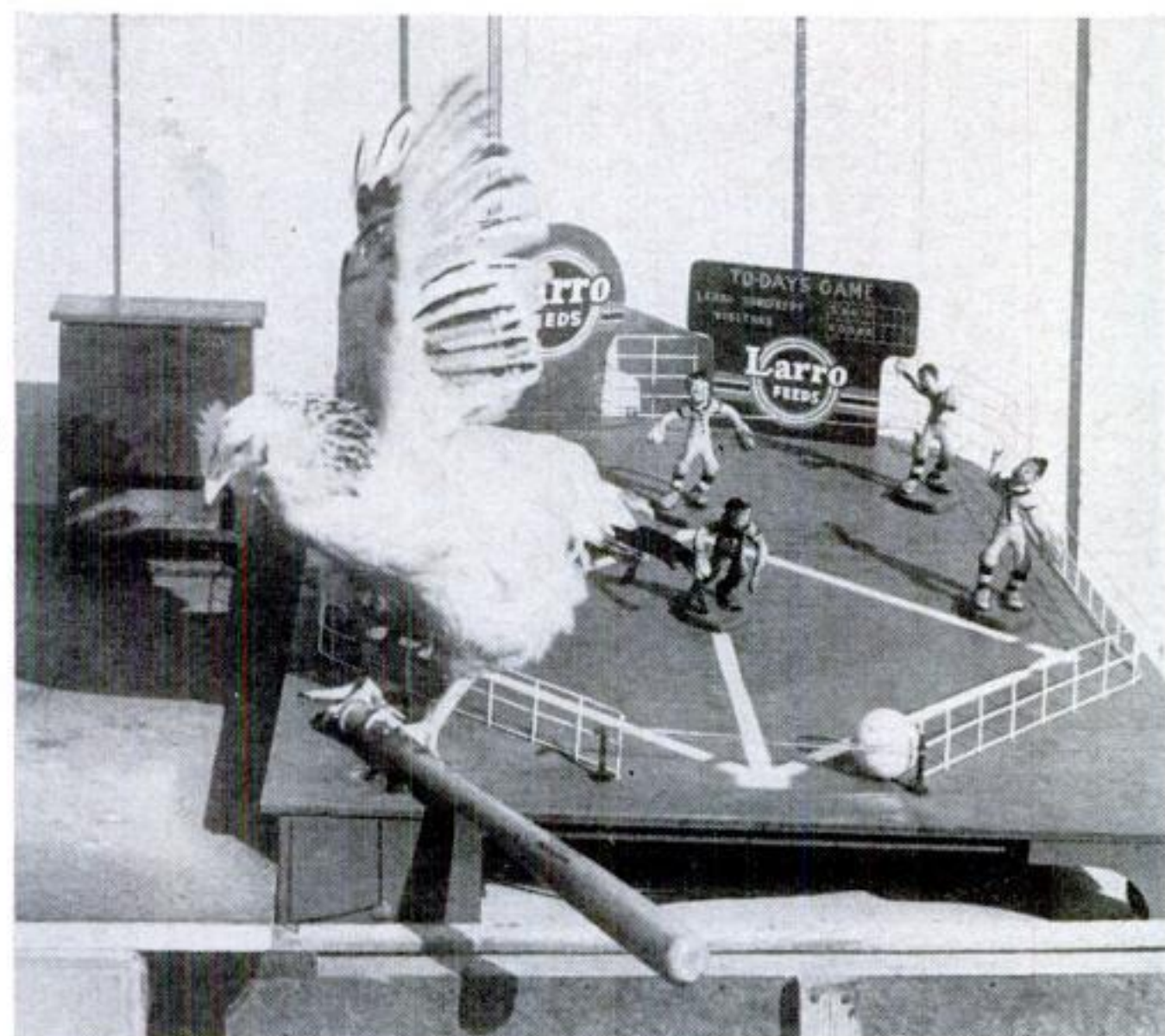




CASEY NO. TWO, who is more temperamental than her colleague, jumps on the playing field to peck at the first baseman who has blocked her hit.

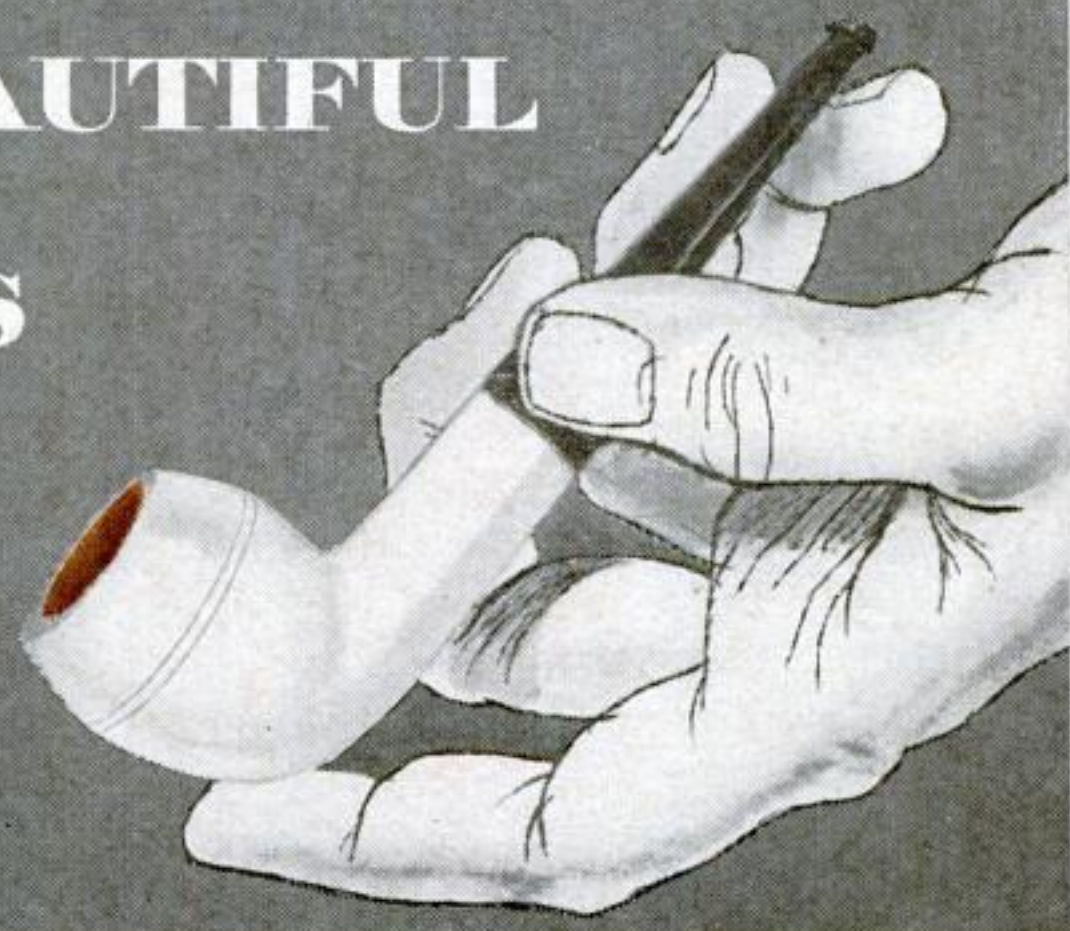


TEMPER RISING, the hen pecks furiously at the ball, drives it across the fowl line and stands beating her wings while she stares balefully at it.



OUT OF THE GAME goes Casey II. She is one of the 16 hens now touring the country in teams of four. It takes two months to teach a hen to hit.

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THE MASTER, who often changed his appearance, sometimes sported a mustache and a wig.

PAGANINI'S VIOLIN

Famous fiddle is played again

In a sealed glass case (*left*) in the city hall of Genoa, Italy rests the great violin—Guarneri del Gesù—which the greatest of all virtuoso violinists, Niccolò Paganini, once owned. Paganini, who had a genius for creating dramatic effects, provided in his last will and testament when he died in 1840 that his fiddle be "perpetually conserved" by the city of his birth. So, for more than a hundred years, the violin has been taken out and inspected every two months, and played annually by a chosen violinist in front of the mayor and a notary public, who records the event in the city's archives.

This year in October Genoa decided to honor two of its illustrious sons with a grand-scale Columbus-Paganini celebration. The musician's mementoes were displayed in the local museum, and Zino Francescatti, one of the world's foremost interpreters of the difficult and dazzling music Paganini composed, was invited to attend the ritual of the glass case. He played the famous fiddle for five minutes, doing a few snatches of a *capriccio* and *minuetto*. As a special honor, he was allowed to use the Guarneri at a gala concert next day. Then it was reverently put back in its glass case to be silent for another year.



RITUAL of opening case holding \$80,000 fiddle is performed by Genoa official and a museum guard.

CONTINUED ON PAGE 127

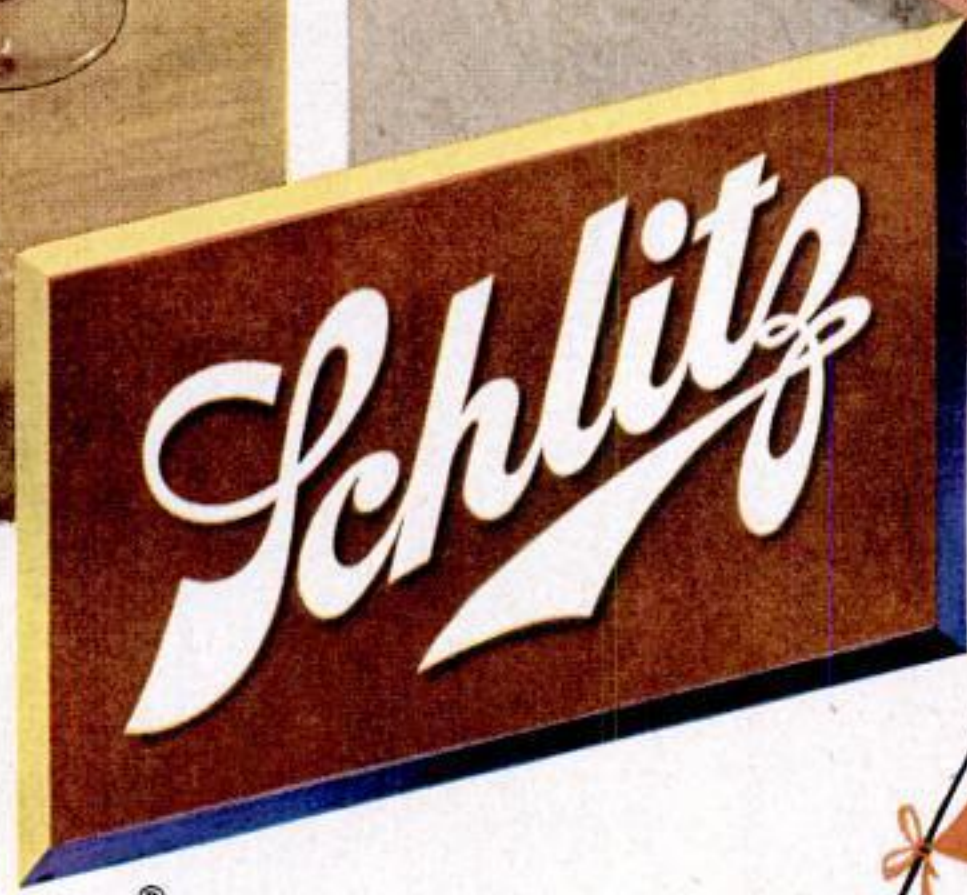
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Just the kiss of the hops*

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Three-flavored fun * from Mars' sunlit
kitchens—the best liked chocolate-covered
candy bar in all the world . . . Milky Way.

- * {
1. Rich milk chocolate
2. Golden caramel
3. Creamy chocolate malted milk nougat



GETTING THE VIOLIN, Zino Francescatti (*right*) takes it from a city official. Francescatti's father studied violin under Paganini's only direct pupil.



PLAYING THE VIOLIN in City Hall for five-minute tryout, Francescatti gets his first experience with robust-toned Guarneri before a few rapt officials.

CONTINUED ON NEXT PAGE

Seal in All Your Horse- power!

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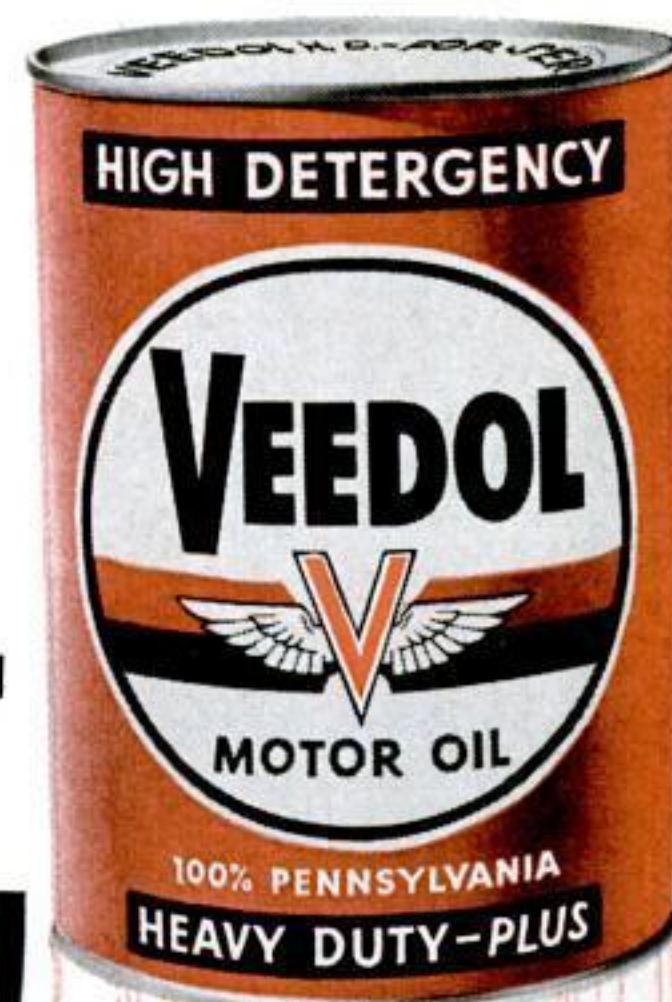
Veedol High-Detergency

"Film of Protection"

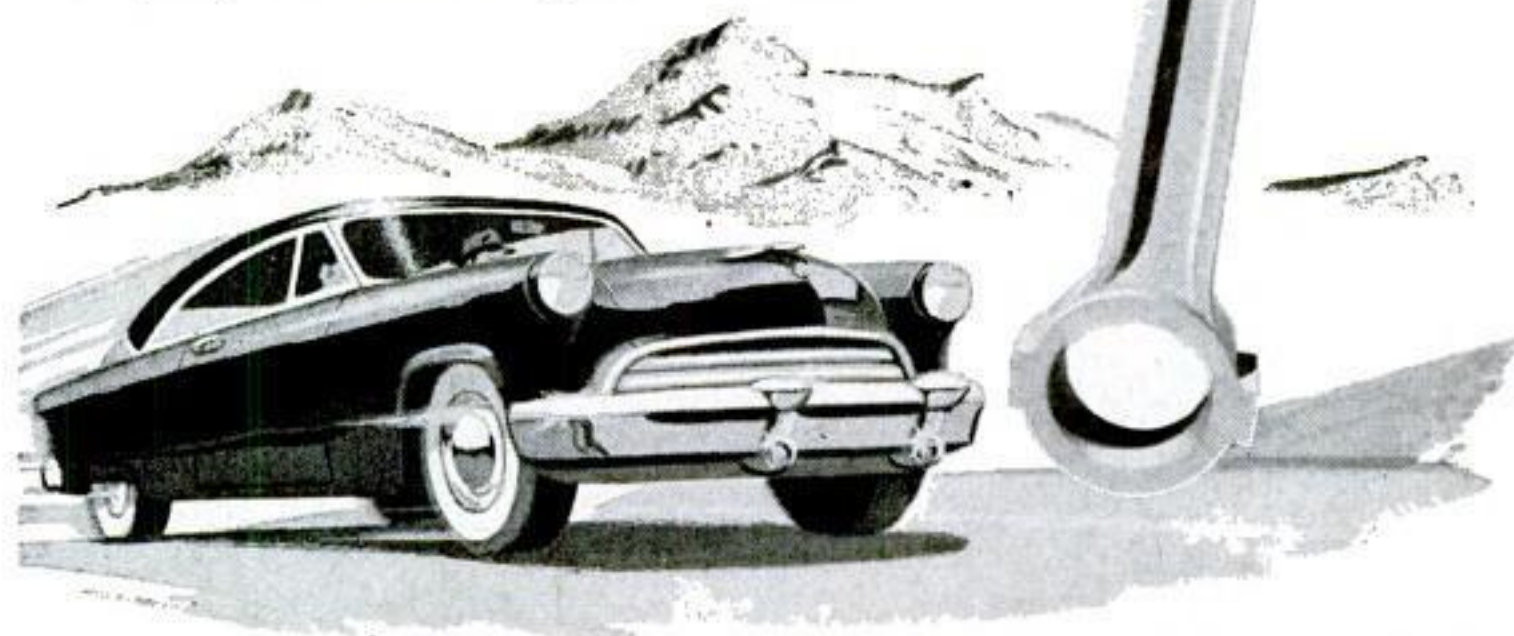
USE all the horsepower built into your powerful engine! Seal *in* the great performance your car can give . . . with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil is made from 100% Pennsylvania crude oil. It resists blow-by . . . seals in horsepower. Its detergent properties keep contaminants in suspension leaving a cleaner engine when drained. And it forms a protective anti-corrosion film on metal surfaces . . . fights the ravages of acid "engine sweat." So . . .

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PAGANINI'S VIOLIN CONTINUED



PORTRAIT BY DELACROIX showed Paganini at age of 50, looking like a somber Mephistopheles.

HE INSPIRED TOP ARTISTS

Paganini was incomparably skillful on the violin, but his fantastic appearance also helped his career and inspired great artists to portray his varying aspects. His skeletonlike body, deadly pale face and eagle beak produced an electrifying effect on audiences. At his first concert success in Vienna in 1828, Franz Schubert was so enthralled he left in a daze. Poets wrote him verses, ladies sent him snuffboxes, and he even dethroned a giraffe. In that year all Vienna was wild about a giraffe which the Pasha of Egypt had sent to the Austrian court: cakes, hats, umbrellas, dresses were decorated with giraffes. But after Paganini's concert, the giraffes vanished overnight and the town blossomed with images of violins and portraits of Paganini.



PORTRAIT BY INGRES, who played in a quartet formed by Paganini, showed him a sturdy, vigorous man, 13 years younger and considerably fatter.

Something
miraculous
happens to a new
Parker "51" Pen, too !



What happens to a new Parker "51" Pen seems every bit as wonderful as the transformation which comes over our small sons and daughters around Christmas time.

Don't misunderstand us. The Parker "51" Pen is on its best behavior to begin with. Its point, finished by a new "Electro-Polishing" process, is the smoothest ever made, and writing with it is quite an experience in itself.

But something even more astonishing happens a few hours after you've given a "51" Pen. Something which causes people to say, "This pen is writing my way." And so it is. For the Parker

"51" Pen actually does take on the personality of its new owner's writing. It adapts itself perfectly to the way the pen is held, the letters are formed, and the pressure used.

You may wonder how this happens. Well, look at the very tip of a "51" Pen. The tip is made of Plathanium, a unique all-precious metal that is possessed only by Parker. The Electro-Polished surfaces of this sensitive tip actually do "wear in," ever so slightly, to conform to every curve and curlicue of its owner's hand . . . then stay that way for decades and decades.

Of course all of this means wonderful things for

Parker gift receivers and givers. For the person receiving a "51" Pen there is the absolute smoothness of a pen that "fits" the hand like a glove! And for you, the giver, a hug and a kiss for thoughtfully providing so fine and practical and long-lasting a gift.

See the world's most-wanted pen now at your Parker dealer's. Handsomely gift boxed for Christmas. A wide choice of colors and styles. "51" Pens \$12.50 and up. Parker "21" Pens, also with Electro-Polished points, \$5.00 to \$10.00. The Parker Pen Company, Janesville, Wisconsin, U. S. A.; Toronto, Canada.

Quickest Nut



Buy *Diamond Walnuts* in 1 lb. cellophane bags—large nuts in red bag, medium size in blue. Or get *Diamond* shelled Walnuts in 8 and 4 oz. vacuum cans.

QUICK NEW NUT BREAD RECIPE

FROM *Betty Crocker* OF GENERAL MILLS

$\frac{1}{2}$ cup sugar
1 egg
 $1\frac{1}{4}$ cups milk
 $1\frac{1}{2}$ cups chopped *Diamond Brand Walnuts*
3 cups Bisquick
Diamond Walnut Halves for decoration



Heat oven to 350° (moderate). Mix all ingredients except Bisquick and *Diamond Walnut* halves. Mix in Bisquick well. Beat hard for 30 seconds. Pour into well-greased loaf pan, 9x5x2 $\frac{1}{2}$ ". Arrange walnut halves on top of batter. Bake 45 to 50 minutes, until pick thrust into center comes out clean. Cool before cutting.

YOU CAN'T TELL IT FROM OLD-FASHIONED NUT BREAD

Bisquick, sugar, egg, milk, walnuts, everything . . . all into one bowl, mix! Never was a faster, simpler way to make nut bread. Yet you'll get the same rich flavor, the same lasting freshness you've always liked in the nut bread you made the long way. Try the Betty Crocker recipe above . . . you'll see, for feeding a family you can't beat Bisquick.

It's chock-full of *Diamond Walnuts*—that's why it's such a favorite! *Diamond Walnuts* give you so many more plump, crisp kernels—over 2 full cups in every pound. Shell a pound at a time, and keep the kernels in a tightly covered jar in your refrigerator. Then you're all ready any time to make breads, salads, cakes and cookies extra good!



Bread ever

with ***Bisquick*** and
DIAMOND[®] WALNUTS





...because you can get so much more into it!

Above: the Buxton Superfold easily carries a full deck of playing cards along with fifty bills, checks and cards.

In luxurious black or brown English Morocco leather. \$7.50

YOU GET SO MUCH MORE OUT OF A **BUXTON**



Below: the Buxton Convertible* with a removable case that holds 8 photographs and cards—or up to 20 when you add extra windows. There's space for business cards and spare keys, too. Walnut, British tan and natural pigskin. \$5.00

All prices plus tax.

©1953 • B

BUXTON, INC. • SPRINGFIELD, MASS.



FACING MOVIE CAMERAS FOR HER NEW TV AUDIENCE, OLD-TIME STAR LASSIE JOINS TOMMY RETTIG FOR THE LATEST VERSION OF SENTIMENTAL BOY-MEETS-DOG FORMULA

HOLLYWOOD TV FILMS

Movie capital is now turning out more footage for video than for theaters

The insatiable appetite of television, which has required more and more filmed shows to keep its millions of viewers occupied, has brought a complete turnabout to Hollywood where more film is now being produced for TV than for movie theaters. Last year Hollywood producers, who make 78% of the film used on TV, turned out 3.5 million feet of drama for TV, the equivalent of 400 feature films. This year their film output has jumped at least 35% and in the first eight months five feet of film was being ground out for TV as against every three feet for theaters. With three major studios dark and silent, Hollywood is currently making only 16 features for movie theaters while producing 40 films for TV. Hard as

this was for hardened Hollywoodians to bear, it was not so much of a shock as the news last month when several old TV films, having outworn their welcome on TV screens, were sold for use in movie theaters.

As the industries changed places in importance, Hollywood was doing well with TV films mainly in technical quality. But in content most shows adapted old, tired formulas. Even Lassie (*above*), the veteran of scores of boy-saves-dog, dog-saves-boy movie plots, found herself about to perform the same function for television. With all its glossy technique, Hollywood's influence on TV was beginning to make critics wonder if it all didn't represent a plot to drive TV audiences back into movie theaters.

THESE SHOWS HAVE BEEN SOLD



"LETTER TO LORETTA" (NBC-TV), plays supposedly based on letters written to Loretta Young, both emcee and star, are a somewhat sudsy series.



"MAKE ROOM FOR DADDY" (ABC-TV), with Danny Thomas as nightclub comic (here in Thanksgiving fantasy), is sometimes funny, often treacly.



"PRIDE OF THE FAMILY" (ABC-TV) has Paul Hartman in domestic comedy, is broad and too-obvious slapstick—as when he plays cave man (above).

SAMPLE CASE
HAS VARIETY

In selling films to TV sponsors the producers usually have relied on pilot films to show as samples. The three above were marketed in this way. Below are a few of the approximately 100 pilot films now offered for sale. In recent months some producers have gambled by filming an entire series of 26 or 39 shows and selling them to individual stations. This has alarmed some networks which have helped to finance filming of their own shows.

One big complaint about filmed TV shows has been that they have been shot on small, boxlike sets. Such shows as *Orient Express* (left) have broken the bonds of the studio and done documentary-style plays in their actual settings.

But even as filmed TV makes its big bid, tests by several companies threaten it: they are planning to make and transmit TV shows on magnetic tape, a far cheaper staple than film.



"THE BARGE," A PLAY IN THE **"ORIENT EXPRESS"** SERIES, WAS SHOT ON SEINE. HERE GIRL FIGHTS OFF BOATMEN

THESE SHOWS ARE FOR SALE



FOR \$30,000 *Oops It's Daisy*, a comedy sketch starring Helen Halpin (here getting milk bath) is offered by NBC.



FOR \$30,000 per show *H. J. Mosby, Decent Citizen*, comedy about a bumbling father (William Demarest) who is forever getting into embarrassing predicaments—here he attempts to fix TV antenna—was tried out on air, was not sold.



FOR \$22,500 per show *Guns of Destiny* dramatizes stories behind museum weapons. Here a Mau Mau stalks prey.

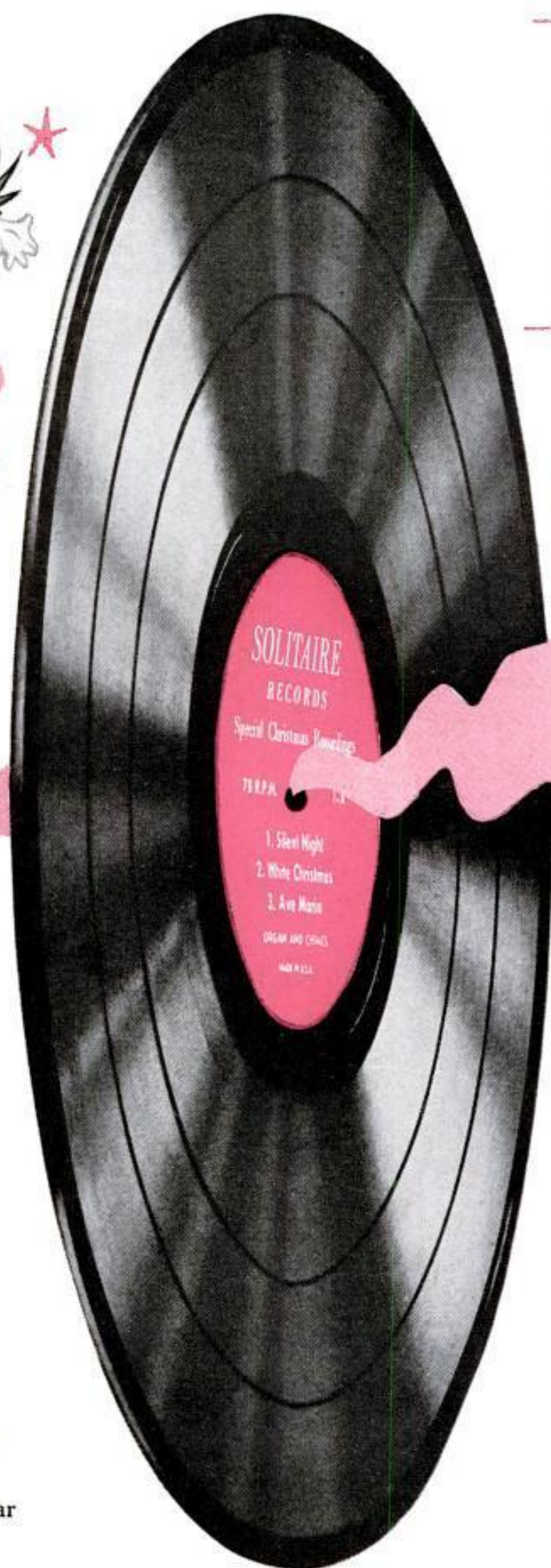
CONTINUED ON PAGE 137

Glorious Christmas

Music

ONLY 50¢

PLUS ONE COETS BOX-TOP



RECORD 1

Silent Night
White Christmas
Ave Maria
Adeste Fidelis
Noël
O Little Town of Bethlehem
Organ & Chimes

RECORD 2

Deck the Halls
Away in a Manger
Oh Holy Night
Hark! the Herald Angels Sing
Joy to the World
It Came Upon a Midnight Clear
Choral

Now—a fabulous Christmas “Special” from COETS—the handy cosmetic squares for 101 beauty uses!

All the carols you’ve loved from childhood! Recorded by top artists in traditional organ and chimes or the magnificent voices of a church choir.

Unbreakable records—any speed, regular value \$1.25 each. Send 50¢ and 1 COETS box top for one; or \$1.00 and 2 COETS box tops for both records in gift album.



PERSONAL PRODUCTS CORP.,
P. O. Box No. 402, New York 46, N. Y.

☐ I am enclosing 50¢ and 1 COETS box top for *one* record.
Record 1 () Record 2 ()

☐ I am enclosing \$1.00 and 2 COETS box tops for an album of *both* records.

Please check speed desired: ☐ 33 $\frac{1}{3}$ R.P.M. ☐ 45 R.P.M. ☐ 78 R.P.M.

NAME _____
(Please print)

STREET _____

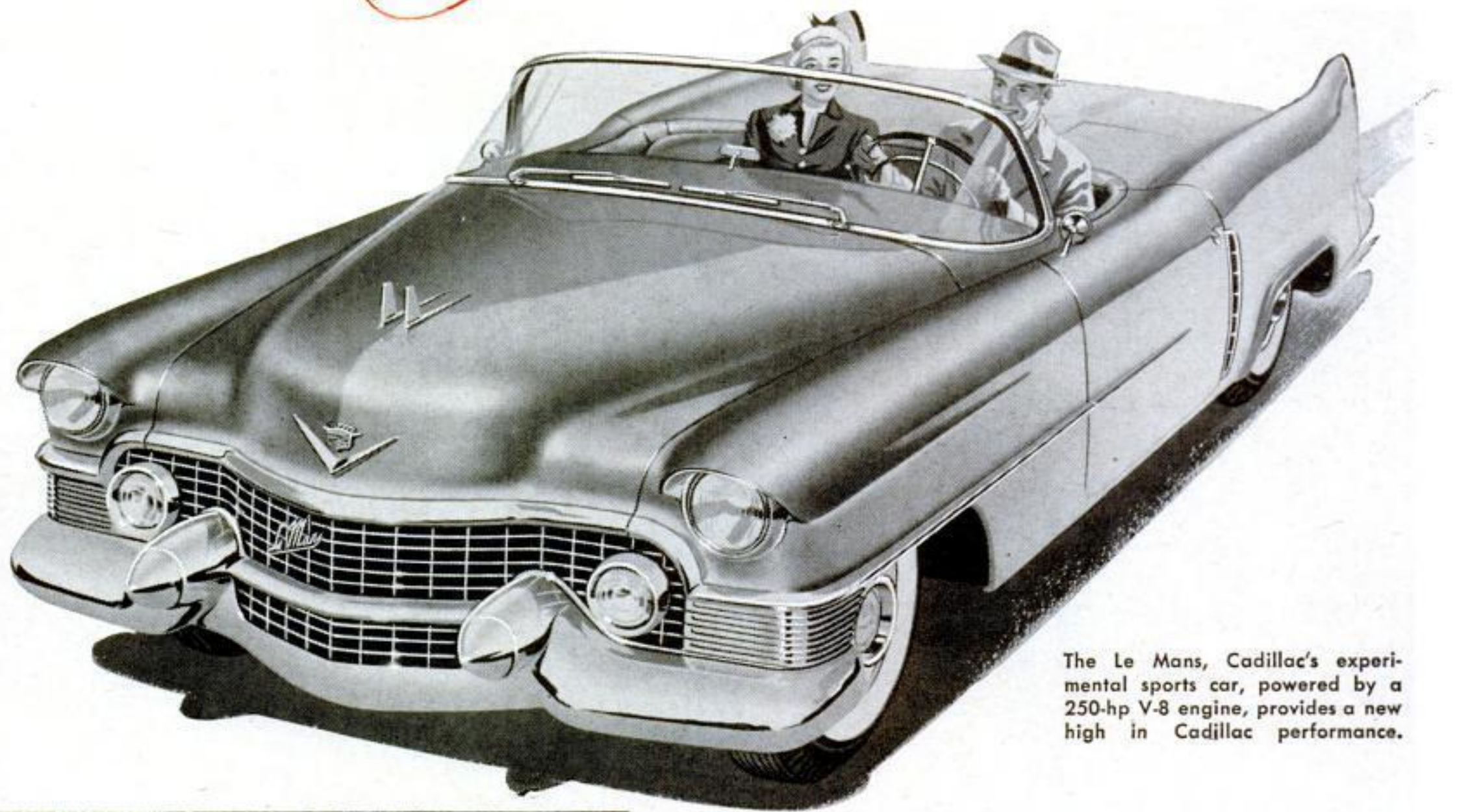
CITY _____ STATE _____

(This offer expires Dec. 5, 1953. Offer good in U.S.A. only. It is void in any state or locality where prohibited or otherwise restricted.)

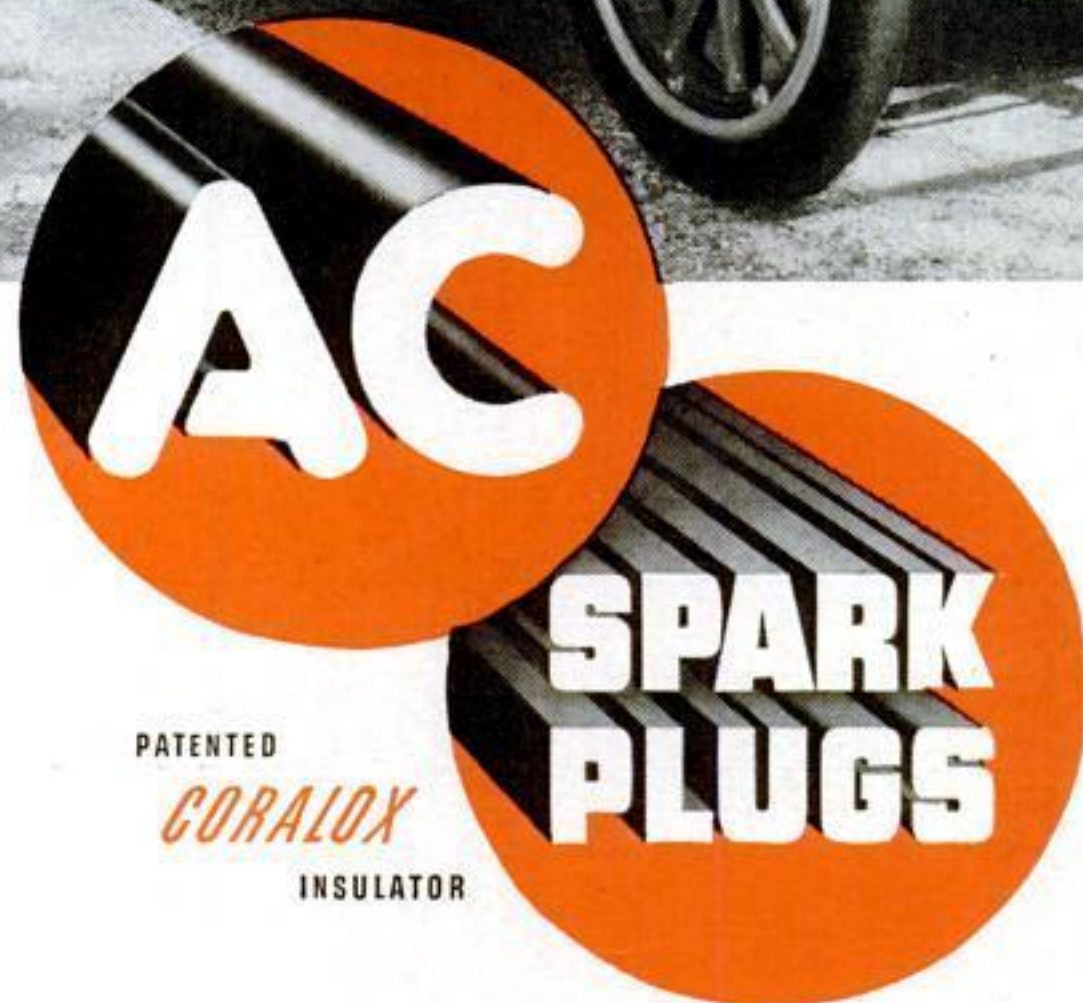
Coets

Handy cosmetic squares for 101 beauty uses

Sparking THE SPECTACULAR Cadillac LE MANS



The Le Mans, Cadillac's experimental sports car, powered by a 250-hp V-8 engine, provides a new high in Cadillac performance.



This restored 1914 Cadillac looks and runs like new. That same year Cadillac introduced America's first production V-8 engine and adopted ACs as standard equipment.

And Factory Equipment on Every Cadillac Since 1914

The same plugs that spark the Le Mans' engine into a smooth surge of power also can step up the performance of your car — ACs with patented *CORALOX* Insulator.

CORALOX resists, to a greater degree than any previous insulator, the formation of oxide and carbon deposits which cause plug "shorting" and intermittent missing. Elimination of these deposits can —

- INCREASE ENGINE POWER BY AS MUCH AS 10%
- SAVE AS MUCH AS ONE GALLON OF GAS IN TEN

The very fact that Cadillac, "Standard of the World," has standardized on ACs for forty years is an excellent recommendation of their worth.

No matter what make or model car you drive, it will benefit by the installation of new AC Spark Plugs. Get a set soon and see the big difference in performance provided by AC's patented *CORALOX* Insulator.

**Original Equipment on Nearly as Many
New Cars as All Other Makes Combined**

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION



TOPPER AND GHOSTS do a TV version of old *Topper* movies. Leo Carroll plays the title role, Anne Jeffreys and Robert Sterling play Mr. and Mrs. Kerby, his deceased but lively friends who help the hero in and out of comically fantastic

situations. Although well acted, TV's *Topper* is directed with a heavy hand and is afflicted with annoying, inopportune canned laughter. Because of its many complicated optical illusions this kind of show is better done on film than "live."



WEARY BOLGER RELAXES HIS TIRED FEET AS CARPENTER WORKS ON SOUND STAGE



IN SHOW BOLGER SEES A GIRL WITH NEW SHOES, STOPS TO TEACH HER DANCE STEP

RAY BOLGER CLICKS AS A DIZZY HOOFER

By far the best of the new filmed shows from Hollywood is *Where's Raymond?* (ABC-TV) a vehicle for the many warmly human talents of Ray Bolger. *Where's Raymond?* is the story of an addlepat hooper who gets himself so involved in things that are none of his business that he barely gets to the theater in time to go on. Bugging his eyes, twisting his homely features with dozens of interesting grimaces, gliding gracefully in and out of a wide variety of dances and spreading his own special brand of

friendly comedy everywhere he moves, Bolger is the outstanding example of the relaxed performer at work on TV. Actually the job of turning out his films is grueling, often leaves Bolger exhausted (*above, left*), but use of film enables him to work on them when he is full of energy, to rest when he is weary. The pictures on these pages were taken as Bolger made a pilot film which sold his program to a sponsor. Parts of this episode will be spliced into future instalments of *Where's Raymond?*

AS MILD HERO OF "WHERE'S RAYMOND?" BOLGER TURNS FIERY WHEN HE JOINS SOME SENORITAS IN A FAST SPANISH FANDANGO WHICH HE MAKES BOTH FLASHY AND FUNNY



Gentle as a
Mother's Kiss ...



...yet ***SO FAST*** you need a
stopwatch to time its speed!

No other pain reliever can offer you Bayer Aspirin's
double proof of gentleness and speed!

When you're in pain you need relief that's
gentle—want relief that's *fast*. And *only* Bayer
Aspirin offers you this double proof of *both*:

1. Bayer Aspirin's gentleness is proved not
only by the fact that doctors prescribe it

even for small children, but also by its record
of safe use by millions of people—a record of
safety that no other pain reliever can match.

2. And Bayer Aspirin's speed is proved by
dropping a Bayer Aspirin tablet in a glass of

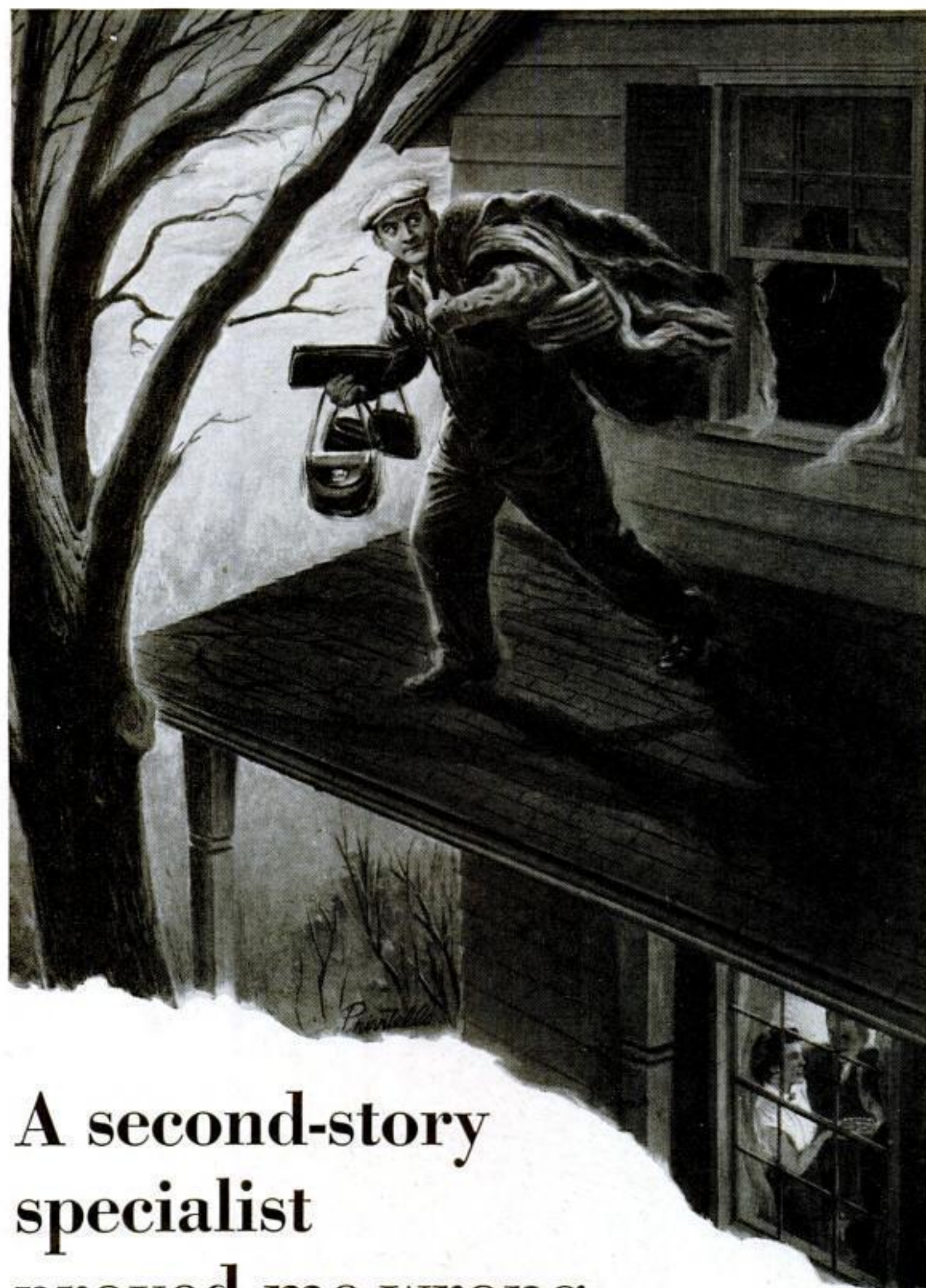
water. Almost instantly—so fast you need a
stopwatch to time its speed—the tablet
starts disintegrating. It does the same in
your stomach. And that's one reason why
Bayer Aspirin makes you feel better—fast.

So take Bayer Aspirin when you have an
ordinary headache, neuritic or neuralgic pain.
And remember—if Bayer Aspirin does not
relieve your pain—it's time to see your doctor.

***THE BEST
IN PAIN RELIEVERS
BEARS THE NAME...***



BAYER ASPIRIN



A second-story specialist proved me wrong...

I'd thought I was being smart
but there was one thing I didn't figure on!

(A story typical of what happens every day)

Do you think you're pretty safe from sneak thieves and from burglars? I thought *we* were.

We've double locks on downstairs doors and windows. No matter what the hour, there's always someone home. As for second floor windows, no thief could get into one without being heard.

At night all the upstairs rooms are occupied. And our very alert watch-

dog guards the hall. So, why spend money for insurance?

Why? Because of what you can't figure on. That party, for example. Rex was with us . . . downstairs greeting the guests. With so many folks talking and laughing, nobody heard the prowler. Our loss was heavy and all my fault. I never should have decided "It can't happen here."

Don't be guilty of this mistake yourself. You can't make your home *thief-and-burglar-proof*, but you can make it *loss-proof*.

Hartford Residence Theft and Burglary Insurance makes good your losses from burglary, hold-up and other forms of thievery.

Expensive? No; it costs only a few cents a day.

So, don't put off calling in your Hartford Accident and Indemnity Company Agent or your insurance broker.

Or, write us direct for a free copy of "Simple Facts About Hartford Residence and Outside Theft Insurance."

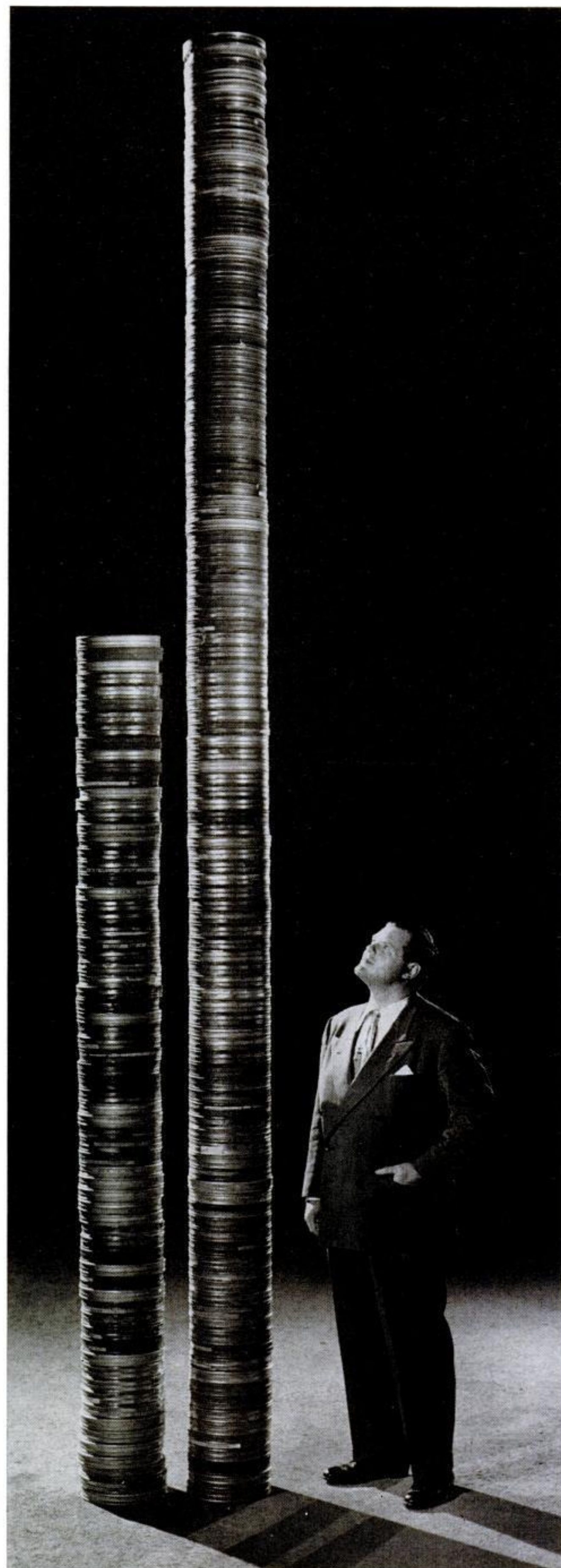
Year in and year out you'll do well with the

Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

TV ON FILM CONTINUED



FIVE-TO-THREE RATIO of Hollywood film output for TV (*right*) to the films it produces for movie theaters, which was the average maintained in the first eight months of this year, is depicted by piles of film cans being inspected by Hal Roach Jr., one of Hollywood's biggest producers of television films. In the past few weeks the proportion of TV film output has increased even more.



"MAGIC" FRUITCAKE READY FOR THE OVEN IN JUST 15 MINUTES!

"If you've ever made fruitcake the long, drawn-out, old-fashioned way, you'll be pleased as punch with this new way of doing it.

"You actually put in 21 quality fruitcake ingredients just by adding one package of Borden's None Such Mince Meat. All the rich spices, many of the fruits you need come already mixed in this one taste-rich blend. What's more, they're in perfect proportion—and they stay that way.

"Then—for fixin' your mixin' even quicker—you use Borden's Eagle Brand Sweetened Condensed Milk. Pure, sweetened condensed milk blends *instantly* with other ingredients. And it's *double-rich*.

"Do try this new wonder cake today. And remember—it's perfect for gift occasions, too. (Keeps its flavor and freshness, no matter how far you send it.) Better clip the recipe below—dollars to doughnuts you'll be making it often!"



MAGIC FRUIT SURPRISE CAKE

(Makes a 9x4x3-inch loaf cake)
2 lb. 5 oz.

1 9-oz. package Borden's
None Such Mince Meat
½ cup water

1 cup walnut meats, coarsely chopped
6 oz. (¾ cup) mixed candied fruit,
coarsely chopped

1½ cups (15-oz. can) Eagle Brand
Sweetened Condensed Milk

1 egg, beaten ¾ cup flour
½ teaspoon baking soda

1. Break mince meat into small pieces and put in 2-quart saucepan.
2. Add water. Place over heat and stir until lumps are thoroughly broken. Boil briskly one minute, stirring constantly. Remove from heat and cool.
3. Add nuts, candied fruit, Eagle Brand Sweetened Condensed Milk, and egg; blend well. Stir in flour and baking soda, until just blended.
4. Pour mixture into 9x4x3-inch loaf pan which has been greased, waxed paper lined and greased again.
5. Bake in a moderate oven (350° F.) 1 hour and 30 minutes, or until center springs back when lightly touched with finger, and top is golden brown.



LOOK—Two new Recipe Booklets for only 10¢—Just fill in coupon ↓



"21 None Such Recipes"

Unusual pies, cookies, desserts—new in form and flavor—made with Borden's None Such Mince Meat.

"70 Magic Recipes"

Quick and easy frostings, pie fillings, cookies, candies your family will want—and want to help make—with magic Borden's Eagle Brand Sweetened Condensed Milk.

© The Borden Company

BORDEN'S, Dept. L-113
P.O. Box 171
New York 46, N. Y.

I enclose 10¢ to cover the cost of both the following booklets:

"21 Borden None Such Mince Meat Recipes"
"70 Magic Recipes" made with Borden's Eagle Brand

Name _____

Street _____

City _____ State _____

GIFTS FOR THE HOME:

news because they're made of color-enduring
Chromspun[†]; look so luxurious, cost little.

[†]Chromspun is an Eastman trademark.

Color-locked Chromspun is the new wonderful ingredient that transforms everything on these pages into sound investments, helps your Christmas spending make sense! Chromspun is the Eastman acetate fiber made in color, and fabrics woven of it survive all the normal fading hazards such as light*, gas fumes, cleaning, washing, crocking and perspiration. On this page, all the exciting things you will find to decorate your daughter's bedroom: a quilted spread, striped ruffles, draperies to match, a boudoir chair, and sheer, sheer curtains. Any one of them certain to give long lasting pleasure and the prices are well within your reach!

*All Chromspun colors have passed Class L6, AATCC tests for light fastness.

COLOR MATCHING AND BLENDING IS SIMPLIFIED WHEN FABRICS ARE WOVEN OF CHROMSPUN. A GREAT AID TO DECORATORS.



RAINBOW PILLOWS for her studio couch or a new crisp lamp shade. Both gala gifts in luxurious Chromspun acetate taffeta because the colors are locked in against all normal fading hazards. The pillows in a myriad of shades about \$2.00 to \$5.00. Lamp shades in many styles and colors about \$3.00 to \$7.00.



JEWEL TONED comforters of rich Chromspun acetate satin. A wonderful gift for any member of the family. Wool-filled and in a wide choice of Chromspun colors, locked in against fading from cleaning and all the other normal hazards, from \$15.00.



COLORFUL CLOSET accessories, to surprise mother. Boxes, bags, chests, quilted in Chromspun acetate taffeta, color-locked against atmospheric fumes and other fading hazards. Immune to mildew and moths. From \$2.00 to \$13.00.

PASTEL SHOWER curtains for a luxury lover. Delicate in color and yet color enduring! In Chromspun acetate taffeta, color-locked against fading by all normal causes, immune to mildew too. Also in stripes and plaids, about \$9.00.



All Chromspun items on these pages available at leading department and specialty stores or write to Tennessee Eastman Company, 260 Madison Avenue, New York 16.

CHROMSPUN *is the color-locked*

Eastman ACETATE FIBER

TENNESSEE EASTMAN COMPANY, division of EASTMAN KODAK COMPANY

How most women will start a tempting dressing tonight...



You pour pure, sparkling Wesson Oil and, in *one minute*, your own fresh salad dressing is ready to serve! Never was a dressing *easier to make* or more to *your liking* than the Wesson dressing you season *exactly* to your own and your family's taste. Wesson blends so readily with spices, your dressing naturally has appetizing flavors. And the unsurpassed delicacy of Wesson Oil, *itself*, brings out the garden freshness of your salad vegetables. No wonder Wesson is America's favorite salad oil!

When you make homemade Wesson dressing tonight, make enough for several days. It's *thrifty*! And with Wesson 1-Minute Dressing on your pantry shelf, you can create delightfully different variations, in seconds, every day. So *all* your salads are welcomed eagerly — enjoyed to the last tasty bit!

WESSON 1-MINUTE FRENCH DRESSING

	To make ½ cup	To make 2 cups
Salt	½ teaspoon	2 teaspoons
Sugar	¼ teaspoon	1 teaspoon
Pepper	⅛ teaspoon	½ teaspoon
Paprika	⅛ teaspoon	½ teaspoon
Dry Mustard	⅛ teaspoon	½ teaspoon
Vinegar	2 tablespoons	½ cup
Wesson Oil	⅓ cup	1½ cups

Combine, shake in covered jar. Shake again before serving.

1. MIXED GARDEN FRENCH DRESSING: To ½ cup Wesson French dressing add 1 teaspoon celery seed, 2 teaspoons finely chopped onion and 2 tablespoons minced green pepper. Wonderful for seafood, meat or vegetable salads.

2. CATSUP FRENCH DRESSING: To ½ cup Wesson French dressing add ¼ cup catsup. Delectable on meat or vegetable salads.

CRISP VEGETABLE SALAD

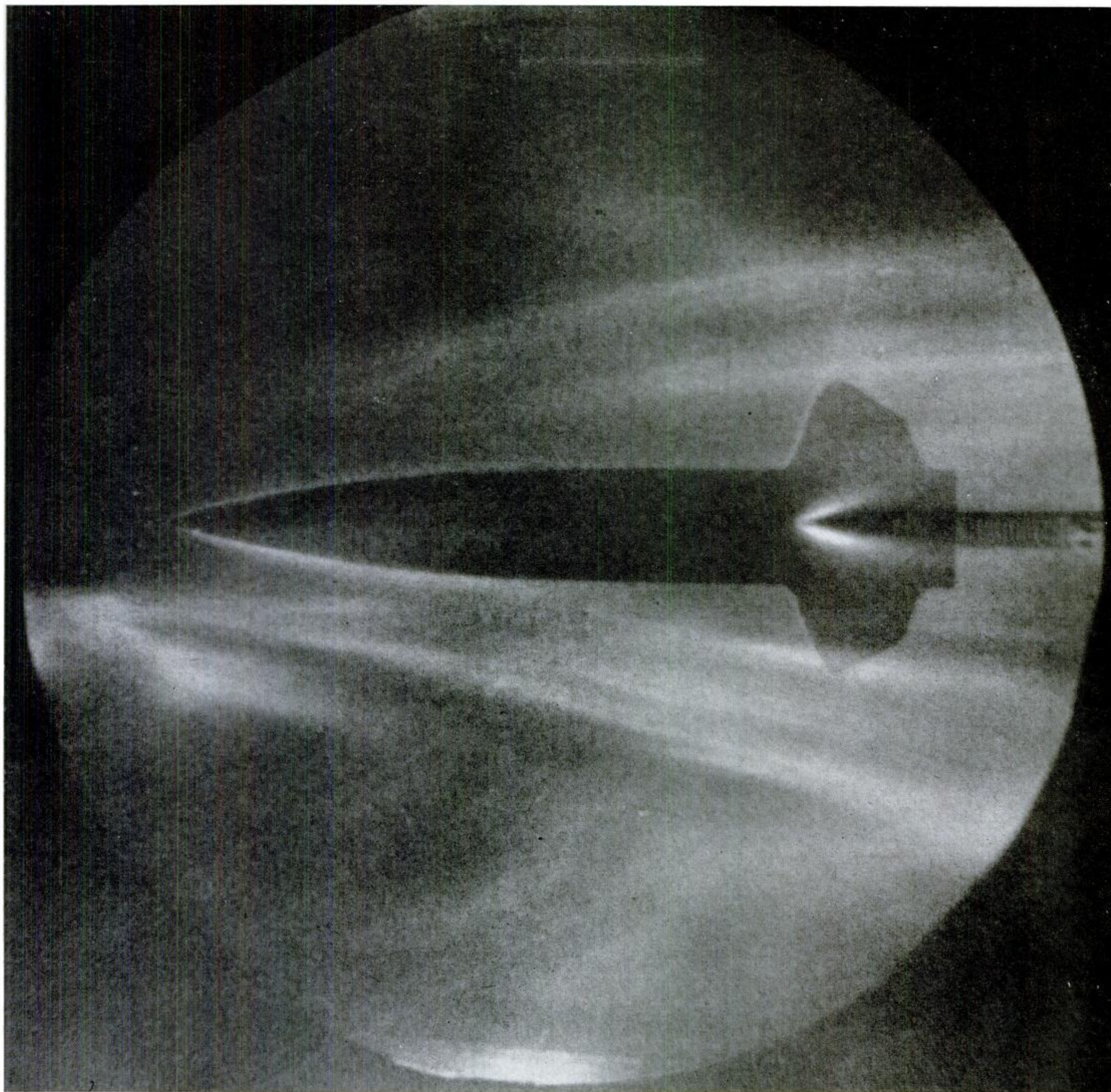
Combine Romaine lettuce with head lettuce (broken into pieces), sliced celery, radishes and cucumber, chopped onion and parsley, cubed cheese, tomato wedges and capers (optional). Toss with Wesson 1-Minute French Dressing.

America's Favorite

for Salads, Frying, Stir-N-Roll Pie Crust and Biscuits

Wesson Oil





IN HYPERSONIC TUNNEL 9,000-MPH AIR STREAM CREATES SUCH FRICTION ON MODEL ROCKET NOSE AND FINS THAT NEARBY AIR HEATS TO INCANDESCENCE

9,000 MPH IN A WIND TUNNEL

Friction of jet stream moving 13 times faster than sound lights up air around hypersonic missile

The high-speed missiles of the future, passing through the sonic barrier, will encounter another obstacle in the atmosphere—heat. Once speeds above 4,000 mph are reached, shock waves and friction grow so intense that air flowing past a missile is heated to incandescence (*above*), and the missile itself is in danger of burning up like a meteor. To determine how missiles of different shapes will behave at velocities far beyond that of sound, engineers at the Cornell Aeronautical Lab have developed for the Air Force's Arnold Engineering

Center a hypersonic wind tunnel capable of simulating speeds up to 9,000 mph.

The hypersonic tunnel uses explosive gases instead of blowers to create high-velocity jet streams. The gas mixture is ignited at one end of the tunnel, and its explosive force drives air down the tunnel at 5,500 mph. A portion of the air then passes through a nozzle and into the test chamber. In the chamber the air expands, and its expansion increases its velocity to 9,000 mph, 13 times sound's speed, while cooling the air to 68° below zero, the

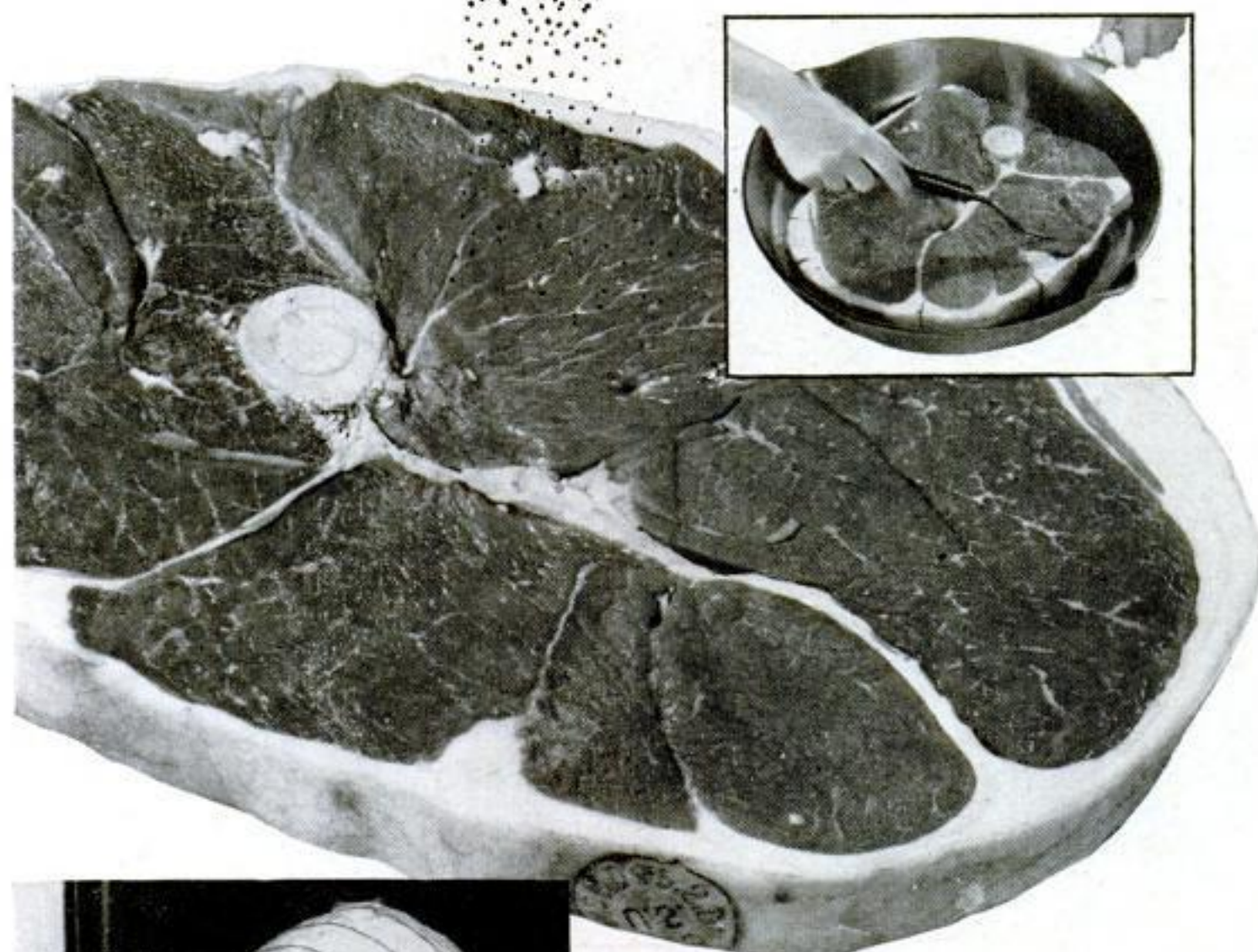
temperature of the stratosphere. Flowing past the missile, the air is heated by friction and the missile's shock wave to 7,000°, a temperature beyond the melting point of any known material. Because intercontinental missiles will be subjected to such temperatures when they re-enter the atmosphere, Cornell is testing missile designs to learn how quickly rockets will burn up and how deep within them warheads must be buried for protection. To study missiles even further in the future it is planning to increase tunnel velocity to 14,000 mph.

New Money-Saving Food Discovery



Seasoned or Non-Seasoned

MAKES ALL MEAT MORE TENDER



RUMP OR ROLLED SHOULDER can be roasted like prime ribs when you prepare them with Adolph's.



SHOULDER CUTS, normally pot roasted, can now be broiled or barbecued.

Adolph's Lets You Cook Economy Cuts Differently—Even Broil Round or Chuck Steak!

WHETHER it's beef, veal, lamb or pork—and regardless of grade or cut—you can make it more deliciously tender with Adolph's Meat Tenderizer.

EASY TO USE AS SALT! Simply sprinkle Adolph's on all sides of meat and pierce generously with fork. Then allow to penetrate at room temperature 30 minutes for each ½ inch of meat thickness before cooking. Tenderizes a pound of meat for less than a penny!

ADOLPH'S MEAT TENDERIZER is acclaimed by leading food editors and enthusiastically used by millions of families. Available at food stores everywhere in U.S. and Canada.

Adolph's Ltd., Los Angeles 46, Calif.

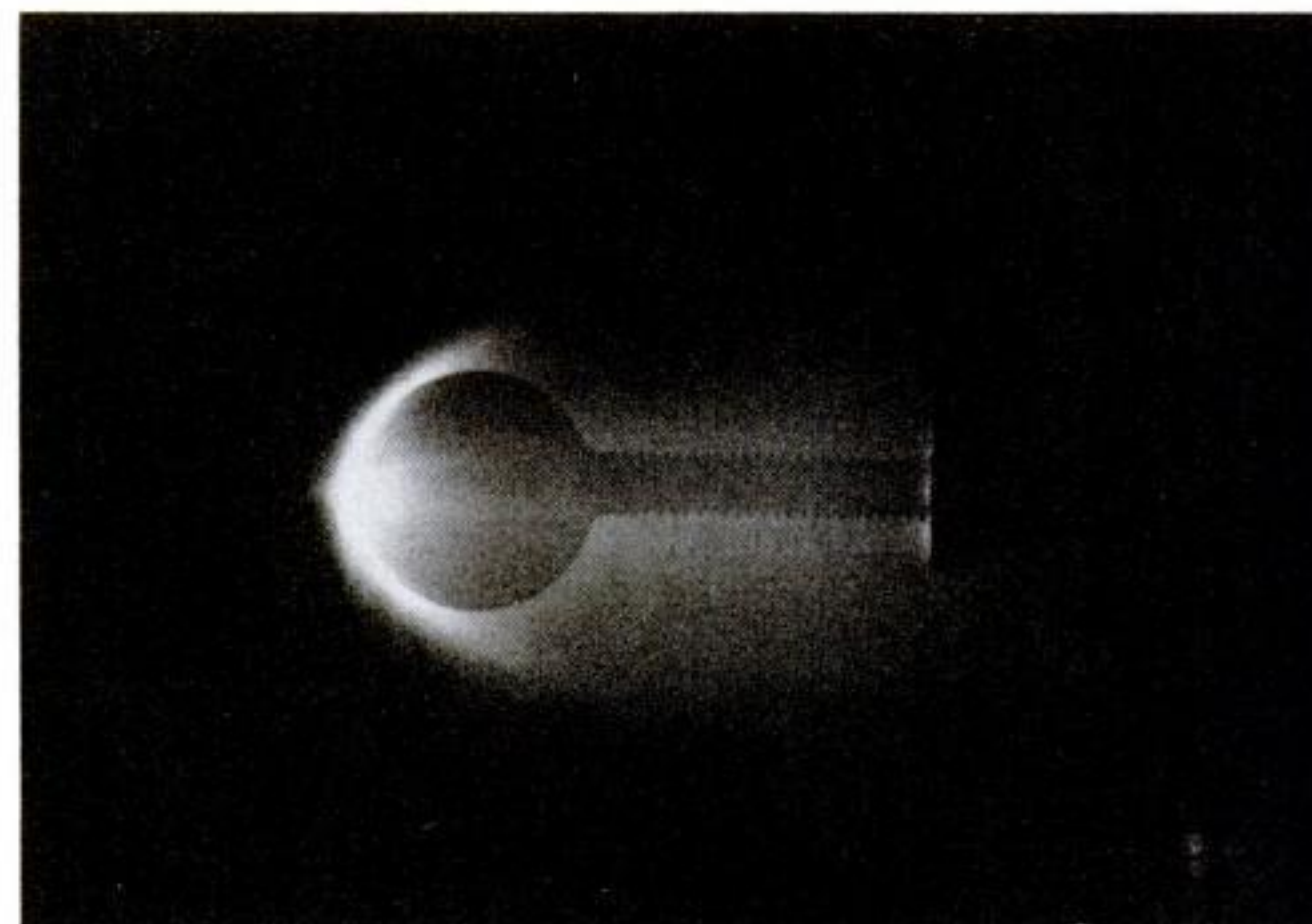


Adolph's
THE ORIGINAL
MEAT TENDERIZER
Controlled for Activity, Stability and Uniformity

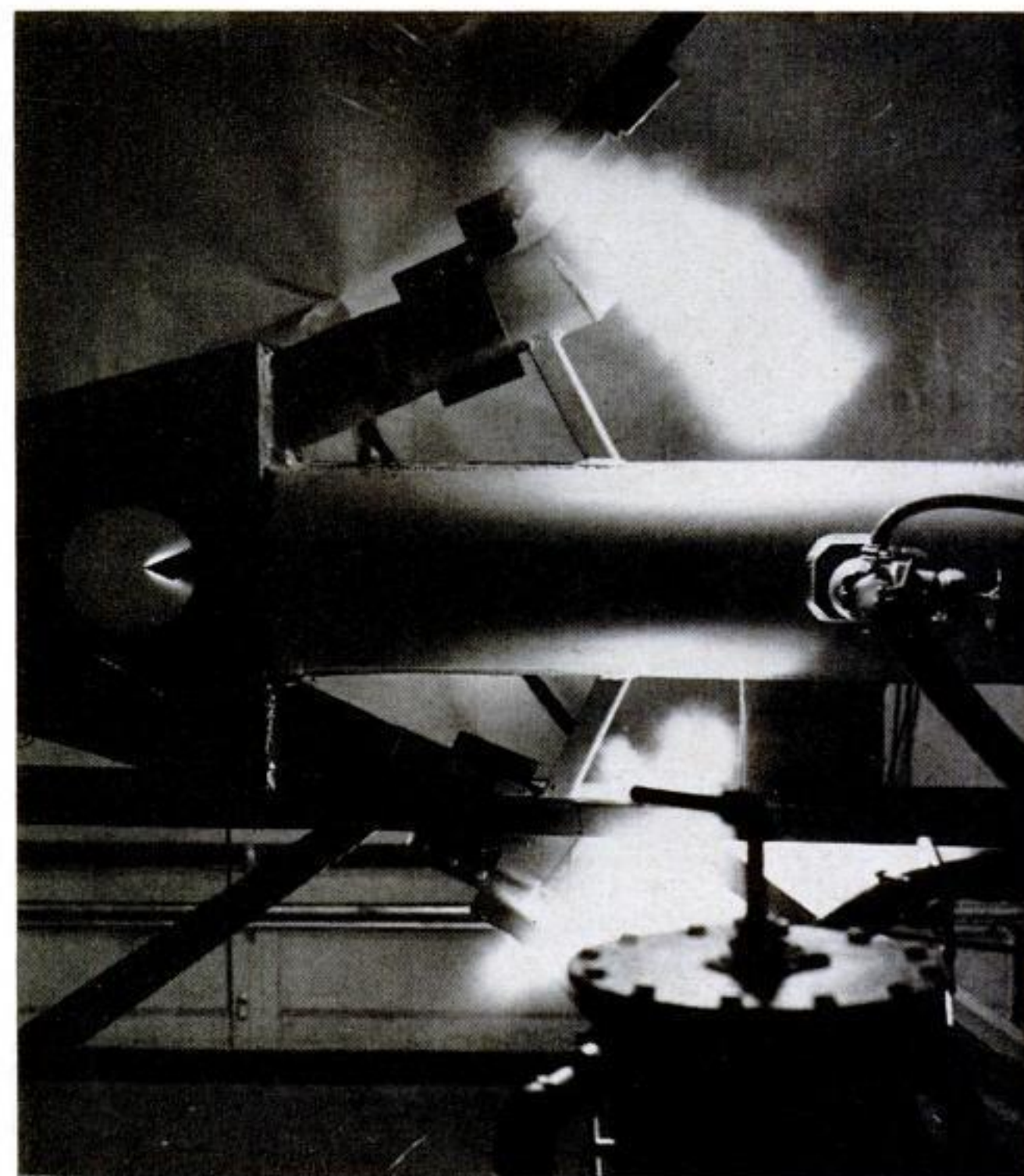
9,000 Mph CONTINUED



OFF-COURSE MISSILE, simulated here by model mounted at an angle, offers more resistance to air stream, produces an increased glow in the air. If a rocket swayed as it re-entered the atmosphere, it would burn up more quickly.



SPHERICAL MISSILE, representing a meteor, shows how its shape offers high resistance to the air and produces a hemispherical glow. This is the first picture that shows why most meteors burn up before reaching the earth.



TUNNEL is shown during tests of wedge shape, visible through port (left) in test chamber. Air enters from left, some going to evacuated chamber and the rest out through two exhausts with such force it makes room air glow.

Why wait for old-fashioned pain relief?

BUFFERIN[®]

acts twice as fast as aspirin!



Won't upset your stomach

here's why

1 Before any product can relieve pain, the pain-relieving ingredient must get out of the stomach and into the blood stream.

2 Bufferin opens the trap door of the stomach, gets the pain-relieving ingredient into the blood stream twice as fast as aspirin!

3 That's why Bufferin relieves your pain twice as fast as aspirin. And because Bufferin is antacid, it doesn't upset the stomach!

No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the blood stream. Bufferin's special formula combines aspirin with two antacid ingredients, which actually protect your stomach from aspirin irritation. Being antacid, Bufferin *opens* the stomach valve, gets the pain-relieving ingredient *into* the blood stream *twice as fast* as aspirin. Therefore, Bufferin acts twice as fast to relieve pain.

Clinical studies prove that people who took Bufferin had more of the pain-relieving ingredient *actually in the blood stream* in *ten* minutes than those who took aspirin had in *twenty* minutes! That's why Bufferin acts *twice as fast* as aspirin to relieve pain.

For headaches, neuralgia and ordinary muscular aches and pains, get Bufferin at your favorite drug counter.



PRODUCT OF BRISTOL-MYERS

If you suffer from pain of ARTHRITIS or RHEUMATISM, ask your physician about Bufferin

The Great KRESS GIVEAWAY

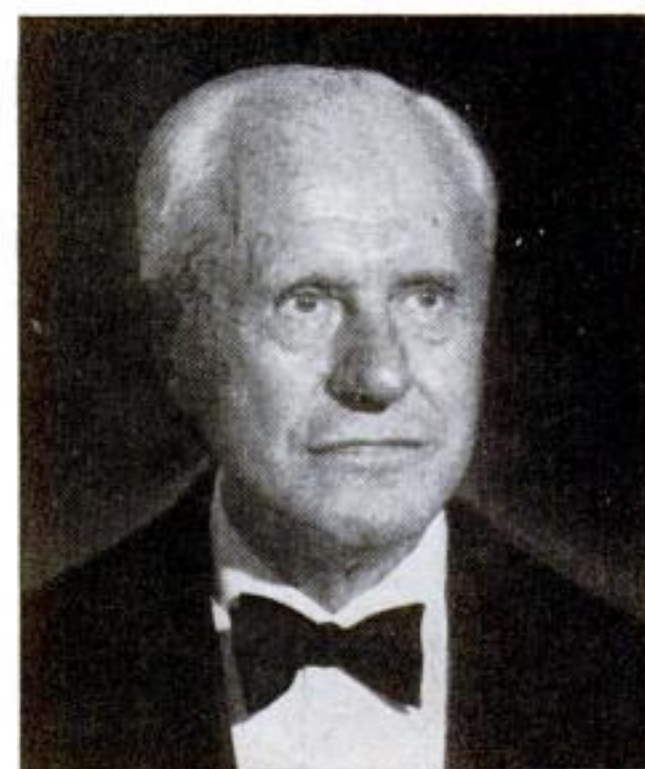
Dime store founder disperses \$75 million art collection to U.S. museums



COLLECTOR WAS SAMUEL H. KRESS

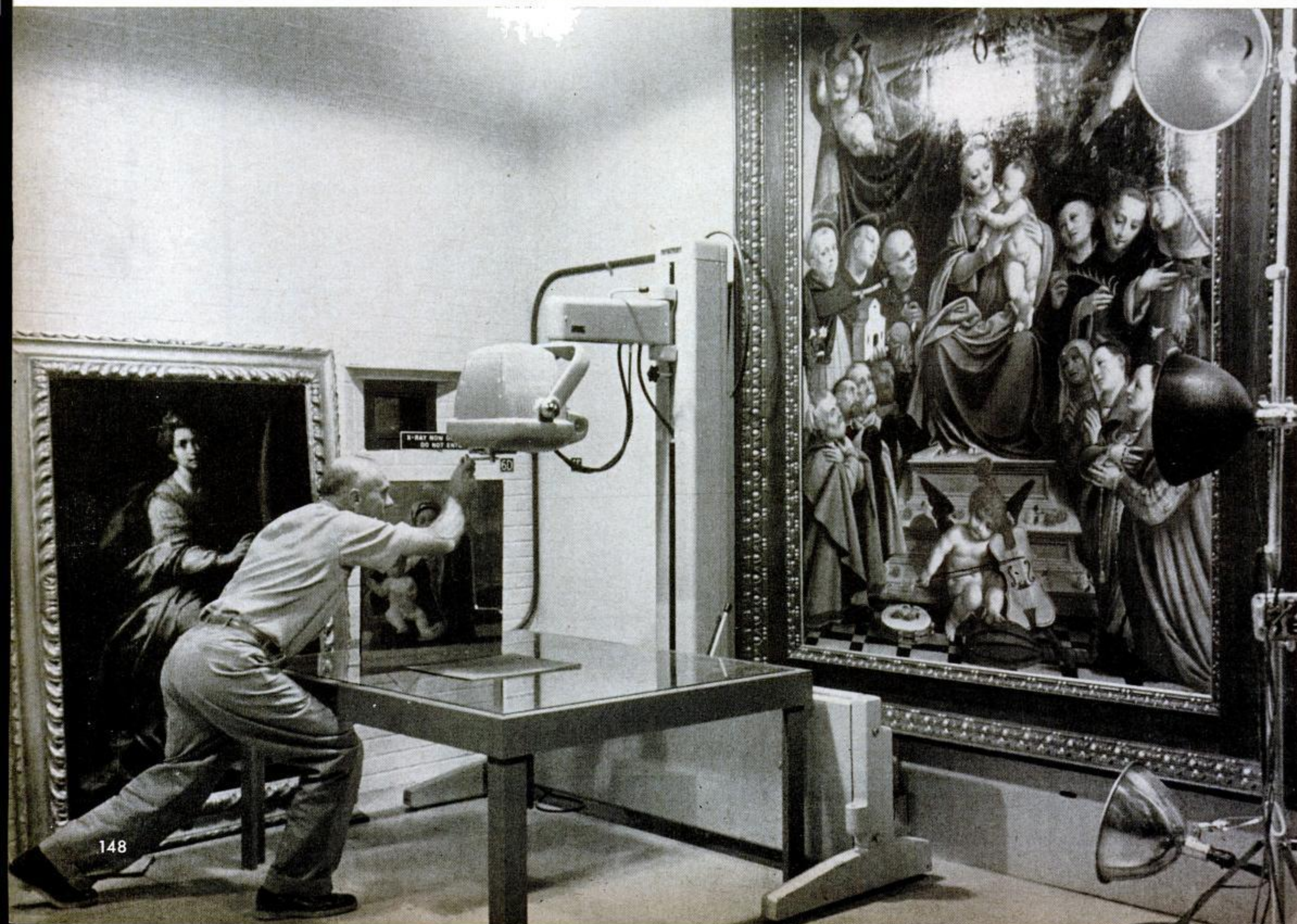
For half a century the name of S. H. Kress has been a familiar, brassy sight on the facades of five and ten cent stores. Today, in chaster letters, it is becoming a familiarity on other walls—in the galleries of the nation's art museums. This has come about through one of the greatest art giveaways in modern history. For more than a decade the Kress Foundation has been dispensing to museums works selected from the vast collection of European art which Samuel Kress, founder of the dime store chain, spent years and millions of dollars acquiring (*p. 159*). To date, 35 museums have benefited from Kress donations and still others are earmarked for future contributions.

This wholesale dispersal of art got off to a huge start in 1939 when Kress gave the National Gallery, soon to open in Washington, 375 paintings and 18 sculptures by Italian masters. Later he contributed some 100 additional works. In 1945, at 82, Samuel Kress suffered a stroke and his brother Rush was put in charge of the collection. Faced with the staggering accumulation of art, Rush decided to extend his brother's bounty to other art institutions around the country. Big museums and small alike were singled out for donations; the only requirement was that they be in states where there were Kress stores. Today the Kress Foundation is busily documenting, restoring and framing the 600 paintings that remain. By 1960 it hopes to have distributed the entire \$75 million collection.



THE DISTRIBUTOR IS RUSH H. KRESS

HEMMED IN BY RENAISSANCE ART, TECHNICIAN AT THE KRESS LABORATORY PREPARES TO X-RAY A SMALL VENETIAN PANEL TO DETERMINE ITS CONDITION





BIRMINGHAM MUSEUM OF ART
The Allegory of Vigilance
BY TINTORETTO

When Birmingham opened its first art museum in 1951, it had little more to exhibit than some iron art objects lent by a pipe company. A year later the museum got an enormous boost from Kress who presented it with 30

paintings, mostly by Italians of the 13th to 18th centuries. Highlight of the donation is an allegorical work (*above*) by the Venetian Tintoretto, who in 1580 portrayed Vigilance greeting the dawn in the company of a watchful cock.

CONTINUED ON NEXT PAGE



PORTLAND ART MUSEUM

The Meeting of Dido and Aeneas

BY FRANCESCO DI GIORGIO

Though famed for its collection of Northwest art, the Portland Museum had little to show of early European work until 1952 when Kress donated 27 Renaissance paintings. Among Flemish, Dutch, German and Italian works was a panel

from a marriage chest by the 15th Century Sienese, Francesco di Giorgio. It shows Aeneas leaving his ship (right) and making his fateful encounter with the Queen of Carthage, who later killed herself for love of the wandering Trojan.





NELSON GALLERY OF ART

Journey of the Queen of Sheba

BY THE VIRGIL MASTER

Because Kansas City's Nelson Gallery already had a good sampling of late Italian art, Kress rounded out the collection in 1950 with early Italian works—22 paintings and six sculptures. Like Portland, Kansas City received a marriage

chest panel (*below*), depicting the cortege of the Queen of Sheba going to meet King Solomon. It is by an unknown Florentine whom art historians call the Virgil Master because he produced numerous illustrations for Virgil's *Aeneid*.



CONTINUED ON NEXT PAGE



UNIVERSITY OF ARIZONA

Church of Santa Maria della Salute

BY FRANCESCO GUARDI

Eight years ago the University of Arizona's art gallery became a full-fledged museum when it received the Pfeiffer donation of contemporary American paintings (LIFE, Feb. 18, 1946). Two years ago, to serve the educational needs

of the university as well as a wide area of the Southwest, the Kress Foundation donated 25 paintings spanning five centuries and representing artists of five nationalities, including Del Sarto, Ribera and Cranach. Prize among



the 18 Italian works is a glistening view of Venice (*above*) by the 18th Century Venetian, Francesco Guardi, who painted gondolas and sailboats skirting the customs house and the baroque church of Santa Maria della Salute.



HOUSTON MUSEUM OF FINE ARTS

Moses Spurns the Crown of Pharaoh

BY GIOVANNI BATTISTA TIEPOLO

The largest of current Kress donations was unveiled this fall at the Houston Museum of Fine Arts. Houston's group of 37 paintings consists of works by three Spanish masters, including a Goya, and 32 Italians, including this rich

scene by the 18th Century Venetian painter, Tiepolo. It portrays a Hebrew legend in which the infant Moses, tempted by Pharaoh, pushes aside the king's crown with his foot to indicate his contempt for earthly power and riches.

CONTINUED ON NEXT PAGE



HONOLULU ACADEMY OF ARTS

Madonna and Child with Saints

BY LUCA SIGNORELLI

Most remote museum to benefit from a Kress gift is the Honolulu Academy. Once given over chiefly to Asiatic art, it now houses 33 Italian paintings from Kress, including a monumental work (*above*) by Signorelli, who in 1510 painted the Madonna with St. Michael, St. Augustine, two Evangelists (*foreground*) and reverent angels.

SEATTLE ART MUSEUM

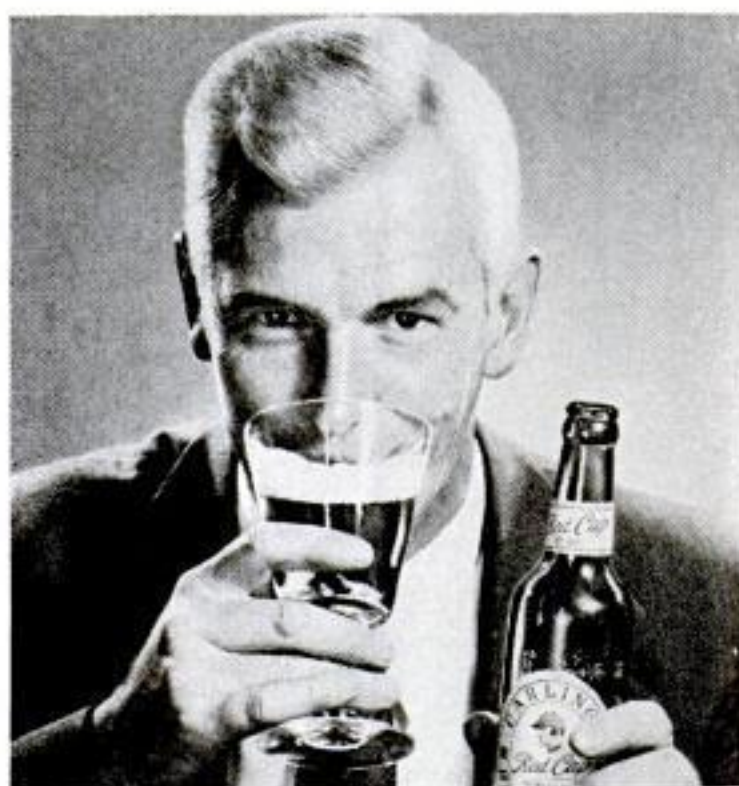
Portrait of Charles of Amboise

BY BERNARDINO DE' CONTI

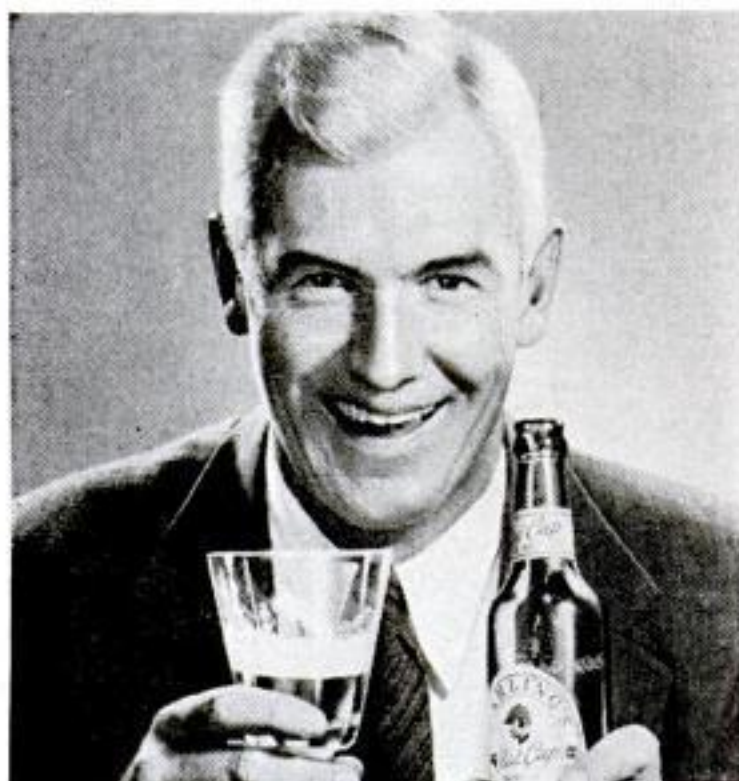
This portrait, once owned by King Henry VIII of England, now hangs in the Seattle Art Museum, one of 23 Italian paintings and two sculptures given by Kress in 1952. Painted by a Milanese artist named de' Conti, it depicts Charles of Amboise, governor of Milan around 1500, a great patron of the arts and close friend of Leonardo da Vinci. →



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...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it?
See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale



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ON OPENING DAY, MEMPHIS CROWDS CLUSTERED AROUND WINDOWS TO SEE NICKEL PANS

FIRST HE COLLECTED DIMES

Like most of the fabulous art collectors of his time, Samuel Kress grew up in a world devoid of art, dedicated to hard cash and shrewd business. His German ancestors migrated to America before the Revolution and became solid and saving citizens of Northampton County, Pa. When Samuel was born in 1863 his father was making a comfortable living running a drugstore and two coal-mine commissaries. Young Sam started in early to pick up extra money, peddling papers and working in local stone quarries. At 17 he got a job teaching school. Though his salary was only \$25 a month, he managed to save enough in seven years to buy a novelty store in Nanticoke, Pa. and retire from teaching. As his business grew, Sam

looked around for a way to expand, was impressed by the "Five and Ten" stores which F. W. Woolworth had recently established in Pennsylvania. Kress decided to try out the system in the South and in 1896 launched his first "Five and Ten" in Memphis (above). From the beginning the store was mobbed and within nine months had taken in more than \$31,000. Ten years later 51 S. H. Kress Co. stores were in operation and doing a trade of well over \$3 million. Though he had headquarters in New York, Kress kept on the go from store to store and during the first decade spent all but 20 nights a year in Pullman sleepers. Today his great "Five and Ten" network numbers 261 stores and extends all the way to Hawaii.

CONTINUED ON PAGE 159



COLLECTION OF KRESSES was photographed in Cherryville, Pa. around 1895. In back row, from left, are: Samuel, Brother Rush, Brother Claude, Brother-in-law John Williams, Brother Palmer. In front row, from left,

are: Palmer's wife Helen, Mother Margaret Connor Kress, Nephew Earl Williams, Father John Franklin Kress, Sister Mary Williams. Claude, who died in 1940, became president of S. H. Kress. Rush is vice-chairman of board.



For the gifts you'll give with pride, let your jeweler be your guide

How many minutes to Christmas?

Between now, when Christmas planning starts in earnest, and *the day*, how each minute seems to speed away! Use the time wisely—especially for that gift of gifts, a watch. Will it be jeweled-lever? Certainly! And Swiss? *Most* certainly! And to make *sure* it's the *finest* of Swiss watches, see your expert jeweler.

The Watchmakers of Switzerland

YOU NEED A JEWELER'S
ADVICE WHEN YOU
BUY A FINE WATCH



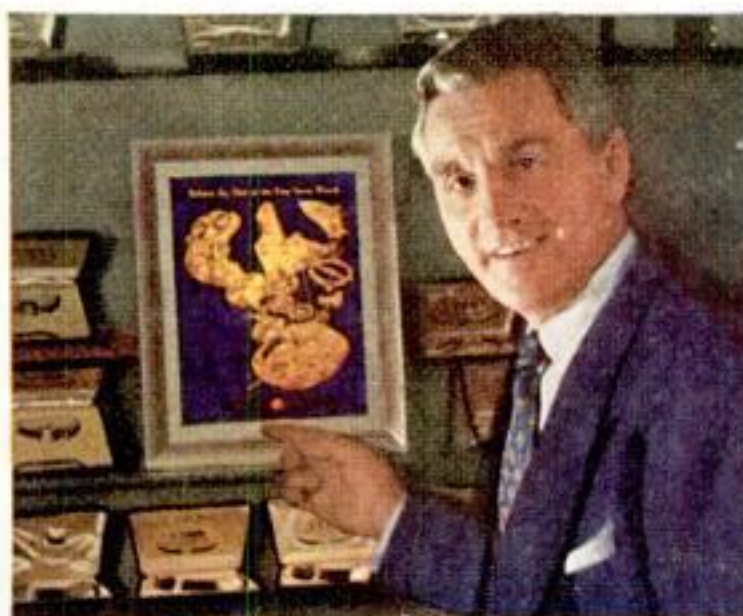
TIME IS THE ART OF THE

Swiss

© 1953 Swiss Federation of Watch Manufacturers



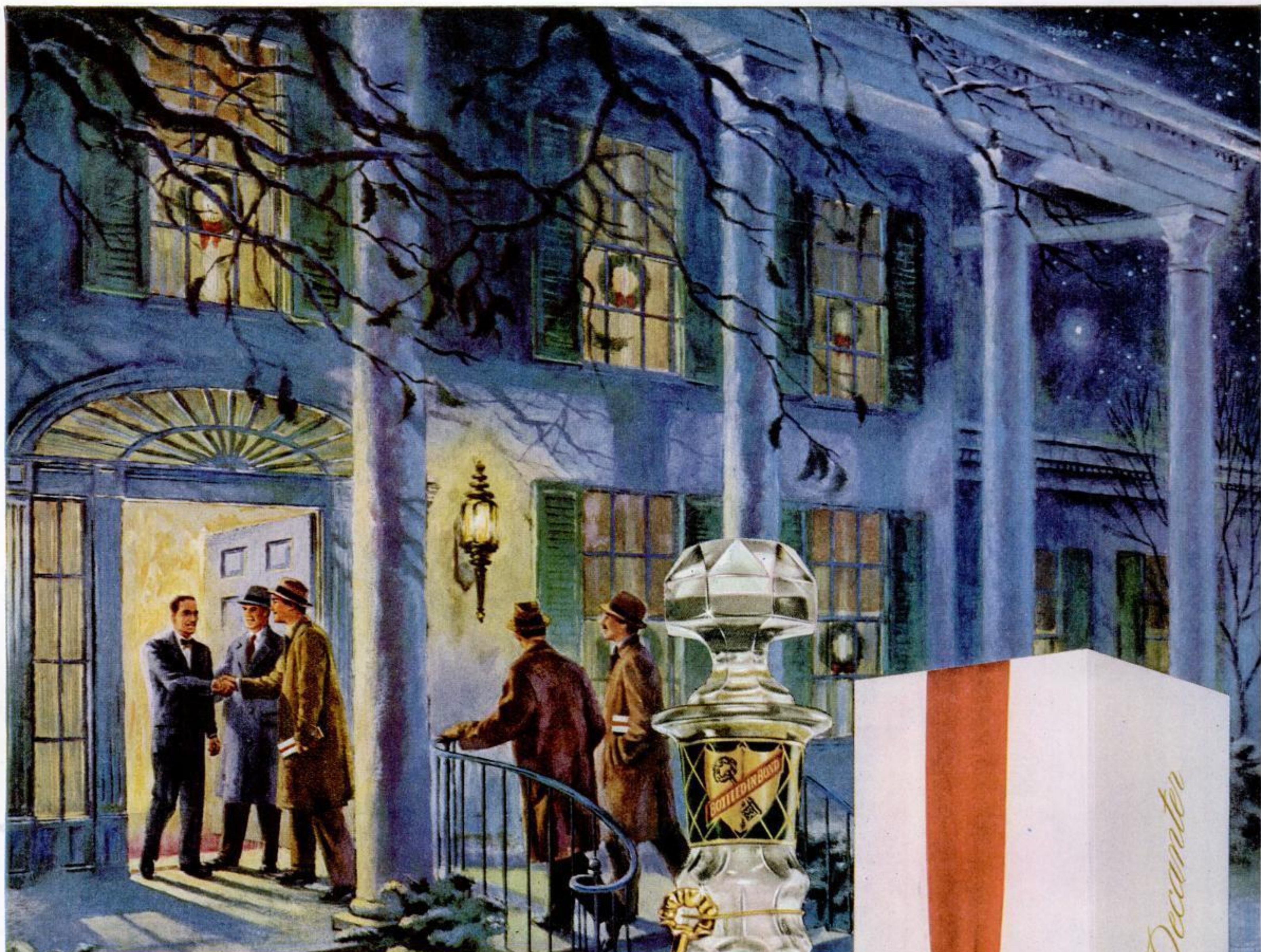
Which to choose? Your jeweler knows best—let him show you all that's new in the finest watches from Switzerland—including self-winders, calendar watches, chronographs, and all the latest Swiss wonders.



Only an expert can tell you the inside story of the finest jeweled-lever Swiss watches. And your jeweler is the expert who can show you exactly why these watches are world-famous for accuracy, dependability, value.



It's easy to keep the fine Swiss watch your jeweler sells you in accurate running order. Trust your jeweler to see that it's done economically and promptly. No wonder most jewelers wear fine Swiss watches!



Your key to gracious giving . . .

THE DIAMOND DECANTER

Here, in Fitzgerald's classic Distinguished Diamond Decanter—crystal capped and laced with 24 karat gold—is a bourbon flavor unique. Old-fashioned with all the oak-ripened richness of our costly original sour mash recipe . . . to bring you the *best* for gift or guest! Yours at no additional cost over year-round fifth.

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BOTTLED-IN-BOND

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF
STITZEL-WELLER DISTILLERY, ESTAB. LOUISVILLE, KY., 1849





ITALIANATE PARLOR OF KRESS'S APARTMENT WAS LINED WITH MASTERPIECES WHICH ARE NOW IN U.S. MUSEUMS

HE BOUGHT ART BY THE LOT

In his late 50s, Samuel Kress paid his first visit to an art gallery and was shown a painting tagged at \$300. Studying the picture in silence for a few minutes, he turned to the dealer and asked, "Are they paying *that* kind of money for these things?" Less than 20 years later Kress himself was to pay almost a million dollars for a single painting—*The Adoration of the Magi* by Fra Angelico and Fra Filippo Lippi, now in the National Gallery. By the time he had finished collecting he had shelled out more money for art than any other man in U.S. history.

The person who got Kress started on a collector's career was Mrs. de Lora Kilvert, the cultured and beautiful ex-wife of an American illustrator. About 1920 Mrs. Kilvert, determined "to get Sam interested in beautiful things," began to lead him on a round of art galleries. In 1921, on a trip to Italy, they made the acquaintance of Alessandro Contini, an art dealer of great persuasiveness and numerous resources. Contini immediately commandeered Kress, launched him on a full-scale purchase program of Italian art. By 1929, when Kress moved from a modest, businesslike apartment in midtown Manhattan to a palatial duplex on upper Fifth Avenue, his art crowded his walls and stairways and even adorned his ceilings. True to his mass-merchandise training, Kress generally bought art in big lots, and because of this passion for wholesale buying ended up with a sizable number of second- and third-rate paintings. But he also obtained many prizes in the shiploads of art which Contini brought over from Italy almost every spring. A special curator was installed in Kress's apartment to compile books on the collection and to be always on hand to help Kress out of a sticky moment when he might be asked about one of his art works. Kress always ducked such questions by parrying with a hasty call to the curator: "Get out the books."



IN FIRST LOT of art bought by Kress was this Italian Madonna.

Although Sam Kress never seemed to arrive at a wholehearted love of a work of art for its own sake—he once admitted a fondness for a particular picture because it reminded him of a lady he admired—he became a shrewd appraiser of the commodity. For months and sometimes years he pored over photographs of paintings and sculpture he was considering buying. He disliked going to museums and art galleries but he would tramp time and again through the long corridors of the Metropolitan to compare its possessions with his prospective purchases. When face to face with a dealer, he hassled and haggled: "How much for the paintings without the sculpture? How much with it? Isn't there a reduction when you buy by lot?"

This hard-bargain approach to buying art came from his business training and frugal upbringing. He was as careful of small sums as of large and always kept a watchful eye on change doled out in taxi fares and tips. A sturdy, silent man with steel-blue eyes and a sphinx-like smile, Kress never married, made few friends and was always on his guard lest someone take advantage of him and his fortune. Yet, when he saw the ruinous state of some famous landmarks of Italy, he donated thousands of dollars for their repair. More and more his preoccupation with art crowded his thoughts and soon even invaded the realm of his business. On a memorable day in December 1938, New Yorkers hustling by the Kress five and dime store on Fifth Avenue were halted by an unexpected sight. In the store window, not far from a gleaming array of saucepans and glassware, was Giorgione's celebrated painting, *The Adoration of the Shepherds*. Kress had recently bought it from the art dealer, Joseph Duveen, and had installed it in the window, where it served both as a proud symbol of his cultural empire and as a means of attracting Christmas shoppers.



The
sock
that
gets
its
size
from
you!

®Interwoven Flexible Socks

just slide on and adjust naturally to the size and shape of your foot. **They never droop, never wrinkle, never twist and never pull!**

Knit in a fine rib pattern of 100% nylon, they're the amazing result of an amazing process. The regular size fits any foot—but for custom fit, you can have them in Small, Regular or Large.

\$1.00 a pair

Interwoven
FLEXIBLE SOCKS

CONTINUED ON NEXT PAGE

DOUBLE-RICH LATHER IN DOUBLE-QUICK TIME!



QUICKER—CLOSER—SMOOTHER PROVE IT YOURSELF!

Spurt—spread—and SHAVE! No lathering-up. No sticky hands. No razor-clogging cream. Foam Shave's miracle double-rich lather soaks whiskers instantly—welts 'em so your razor can mow 'em away! You shave much closer—stay shaved much longer—and man, does your face feel good!



ONLY SHAVE BOMB WITH THE NEW LOCK-TITE "TRAVEL TOP"!

Nothing to break—no cap to mislay. One-piece "travel top" locks at a touch... never a fear of accidental spurts. Foam Shave is ideal for travel in every way! No soggy brush to pack. No hard water problems. You always get the smoothest, closest, quickest shave—any time, any place!

KRESS GIFTS CONTINUED



STOREROOM in Pennsylvania houses some 400 paintings which hang on sliding panels. In background is painting of Mocenigo family by Tintoretto.

RESTORING CREW

From his earliest days in business Kress was preoccupied with the proper display of his wares. Photographs of model counters and window exhibits were sent to Kress stores around the U.S. and managers were advised to imitate them. Kress showed this same preoccupation when he began to collect art. He spent hours with his art advisers discussing frames and choosing pieces of velvet for shadowboxes. When he decided to give his art to the National Gallery, he had models of the gallery rooms built and for weeks hovered over the miniature museum, plotting the hanging of his pictures by tacking tiny photographs of the collection on the walls, first in one arrangement, then another.

To restore his art to its former brilliance, Kress imported a whole crew of craftsmen from Italy. Amid loaves of bread, bottles of wine and an aroma of roasting coffee, the restorers set up a "Little Italy" in a Manhattan studio and fell to work on the collection. In 1951 the crew was transported to a secluded spot in Pennsylvania where a combined storehouse and laboratory had been built for the Kress Foundation. There the remainder of the collection is stored in heat- and humidity-controlled rooms. Each picture is X-rayed; restorers clean and repair any damaged surfaces; frame makers equip every painting with an antique frame or create new frames out of ancient carved moldings. Periodically museum directors visit the storehouse to see works which the foundation will give them. Although most of the jewels are in the National Gallery, the remaining paintings are sound and often outstanding examples of important artists and schools.

Far from the busy activities of the foundation, Samuel Kress, now partly blind, is confined to his bed in New York. From time to time visitors drop in, and the old man lies silent but pleased as they tell him how well his pictures look in Washington, in Portland, in Tucson.



RESTORERS work in a row by window of studio. They live in roomy quarters above studio during week, commute to homes in New York on weekends.

HOW AMERICA MAKES BEDS TODAY



Stretch and turn... stay snug and warm. Under these cozily tucked-in blankets are Pacific Contour Sheets, with the mattress-fitting corners that can't pull out. Mother after mother writes, "With these stay-tucked Pacific Contour Sheets on the bed, our children never kick out their covers!"

Millions of mothers bless these stay-tucked sheets
that keep children's blankets tucked



"Undercover" secret. This famous Pacific Contour corner holds these wonder sheets fast to mattress, helps keep blankets snugly tucked in. Four corners secure Bottom sheet—two corners anchor Top* sheet to mattress foot. "Kick-fold" expands six inches for "stretching" foot freedom. *Pat. Pend.

Folds easily—stacks neatly in your linen closet, with handy identification tab facing you. One glance tells you "Top" or "Bottom," "Twin" or "Double." Folding instructions inside package.



Thousands of mothers change every week to Pacific Contours

What a comfort... to know you won't be getting up on bitter-cold nights to make sure the youngsters haven't kicked off their covers. You can relax in the stay-tucked sleeping comfort of your own Pacific Contours.

Make beds 3 times faster!
Come morning, you'll bless your stay-tucked Pacific Contours again. No retucking these mattress-fitting corners—you make your beds 3 times faster. Beds look trim as a decorator's dream!

On laundry day—another boon! No ironing the Contour® Bottom sheet—it fits so

smoothly it "irons itself" on the mattress.

Priced as low as flat sheets!
Get the extra blessings of Pacific Contours for your home—these work-saving sheets are priced as low as flat sheets. Choose from colors or white. Combed Percale or Muslin. Widest assortment of sizes. All Sanforized®.

"Contour" is Pacific's registered trade-mark for its mattress-fitting sheets, the original fitted sheet now in use in millions of homes. Look for the Pacific label to be sure you get the genuine Contour sheet.

Everybody's changing to

PACIFIC
Contour
SHEETS —the way to faster bedmaking,
neater, more comfortable beds

Now — a deep-softening lotion

Scientifically

Amazing effects right away!

Chapping clears quickly... Redness fades out...

Palm calluses reduce...

Rough elbows soften...

Deeper softening action—Unlike other lotions, this revolutionary new lotion by Pond's is *not stopped* on the outer skin surface—but goes *deep*.

This is why it's impossible for Angel Skin to leave any sticky, gummy film on your hands—because its richness *penetrates* the rough, dead surface skin right away. Gives immediate deep softening help to the living skin tissue beneath where chapping begins.

Angel Skin does more than just *superficially smooth* your hands—it actually *heals chapped skin*.

Remarkable new help for hands dried out and irritated by detergents—Of all the leading hand lotions, *only* this new Pond's lotion is scientifically designed to *neutralize* alkaline effects of soaps and detergents. Housewives report amazing improvement in their hands from regular use of Angel Skin.

You see immediate results

Flaky dryness, scratchy roughness smooth out.
Flushed, chapped redness fades away.

Your hands are softer, whiter, *younger-looking*. Coarsened skin of knuckles, cuticles, feet, elbows loses that "dirty" look, becomes soft again. When you see its immediate effect on chapped hands, you'll want to use fragrant Angel Skin *all over*.

Special "thank you" note to the hundreds of women all over the country who pre-tested Angel Skin last winter in bottles marked simply "Lotion K" or "Lotion T." After testing the unbranded, "incognito" lotion, ever so many of you wrote on your reports, "This is the best lotion I've ever used—what is its real name, and *where can I buy it?*" We couldn't thank you or help you *then*, because our wonderful new lotion was still "top secret"—but now we can say "Pond's thanks you *very much!*" The lotion you liked so much is Angel Skin!" It's on sale *now* at cosmetic counters *everywhere* in two sizes—49¢ and 25¢, plus tax. (Slightly higher in Canada)



Even put on gloves right after using Angel Skin! This revolutionary new lotion leaves no sticky "coating" because—unlike other leading hand lotions—Angel Skin by Pond's contains no gummy "filler." Your skin takes up *all* Angel Skin's richness *immediately*



years ahead

GIVE IT THESE HARD TESTS



Roughened, chapped red hands

See how Angel Skin's deep-softening action smooths dry, roughened, scratchy skin right away. Angel Skin actually *heals chapping*. Flushed angry redness fades out



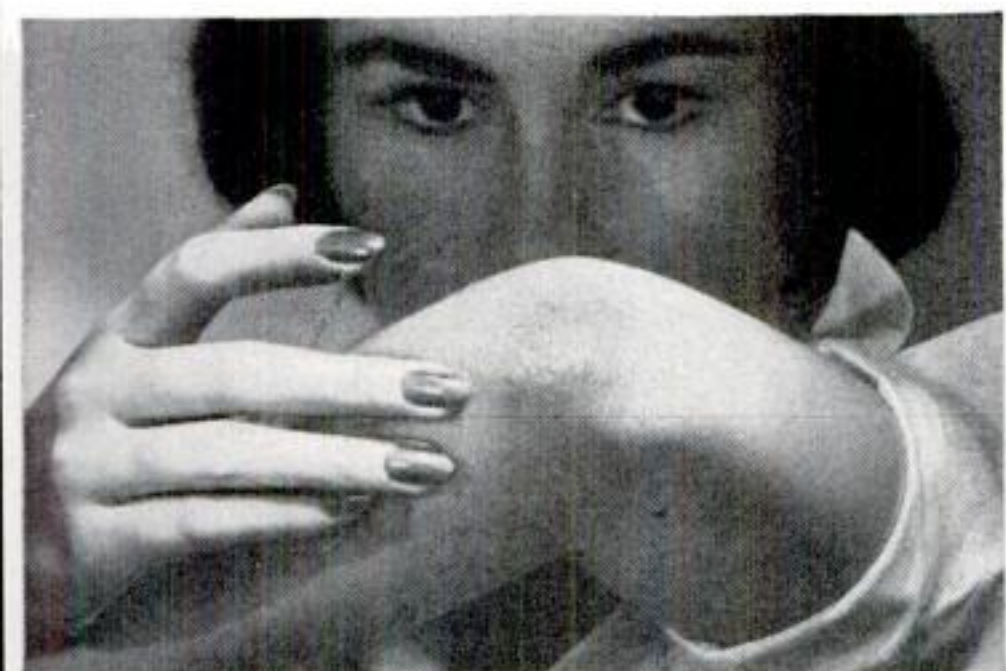
Hangnails

This revolutionary new Angel Skin by Pond's softens and smooths away the ragged cuticle skin that causes painful hangnails. Rough, dry cuticle becomes even again



Dried-out "detergent hands"

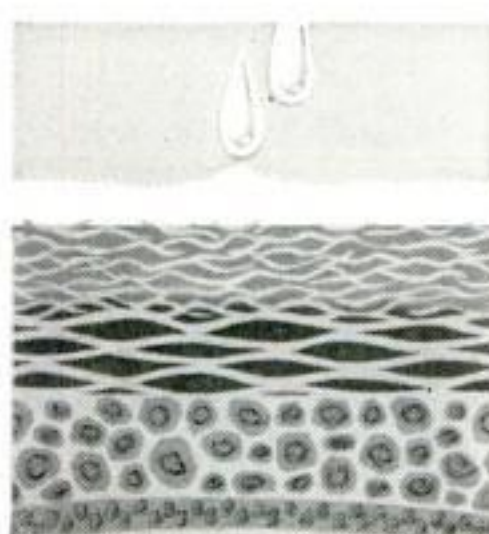
Unlike ordinary hand lotions, new Angel Skin by Pond's actually *counteracts* the drying, chemical action of soaps and detergents. Angel Skin helps *prevent* soap irritation



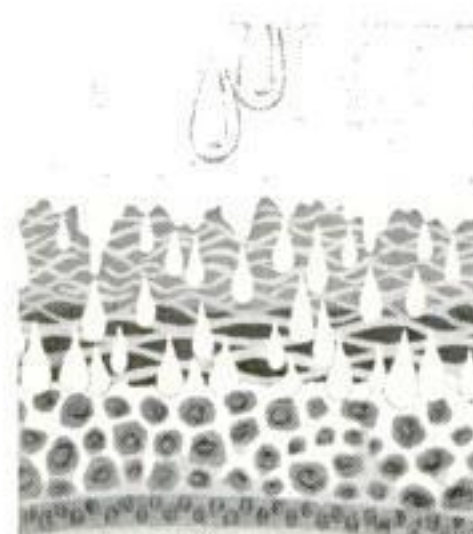
Rough, dry elbows and heels

New Angel Skin's penetrating ingredients smooth away roughness, reduce the thickened, dead skin, restore the normal color and softness to coarsened elbows and heels

MAGNIFIED DIAGRAM OF SKIN SHOWS HOW ANGEL SKIN GIVES DEEP SOFTENING



OTHER LOTIONS stop here at skin surface. They give skin only superficial smoothing



ANGEL SKIN penetrates this outer skin surface

Gives immediate help to living skin tissue where chapped redness and roughness begin

Angel Skin

by **POND'S**

© 1953, Pond's Extract Co.

Clip this coupon—Send for a "PROVE-IT" sample

POND'S, DEPT. A-311-16, CLINTON, CONN.

I am definitely interested in finding a lotion that will really *do* something for rough, chapped, reddened skin. Please send me a generous introductory sample bottle of Angel Skin right away. I enclose 10¢ to cover cost of postage and packing.

My Name _____

Street Address _____

City and Zone _____ State _____

IN CANADA, mail to Pond's, 791 St. Clair W., Toronto, Ont.



"FILL'ER UP"—SOVIET STYLE. Rare photograph shows Russian driver filling his own gasoline tank at one of Moscow's 5 "service" stations. Station attendant offers no

service. He merely collects rationing coupons and rubles. Sign on state-owned station doesn't announce a brand of gasoline. It just says: No Smoking.

THIS IS A MOSCOW "SERVICE" STATION

**Unretouched Pictures Show Conditions
Motorists Face Today In Russia**

From behind the Iron Curtain come recent photographs of a typical Moscow "service" station showing what the Russian motorist is up against.

American editors who recently visited Russia report that even the fortunate few who *do* own cars have serious motoring problems. (Only 1 out of every 3,000 Russian families owns a car, while America has more cars than there are families.)

At the few filling stations service is non-existent and gasoline is rationed. Black market gasoline, for those who can afford it, costs \$1.00 a gallon. Travel outside city limits is almost impossible if you aren't a party official.

Conditions like these are what you can expect under a system where all industry is controlled by the State and where there is no competition for the motorist's business.

It's far different over here! Americans are used to having many independent service station operators compete for their business by offering them the world's finest oil products at reasonable prices. U. S. gasoline today, for instance, costs about the same as gasoline did in 1925—only the taxes are higher.

This contrast between conditions here and in Russia shows once again how important it is to all of us that America's system of privately-managed industry be continued.

Oil Industry Information Committee

AMERICAN PETROLEUM INSTITUTE

50 West 50th Street, New York 20, N. Y.



← ANOTHER VIEW OF same "service" station points up Russian motorist's daily problems. Car in foreground has broken down—owner usually must fix it himself. With only 5 filling stations for all of Moscow's 5 million inhabitants, cars have to wait in line.



WAITING EXPECTANTLY, ZOO OFFICIALS WATCH SEARCH FOR PENELOPE

IST DAS NICHT EIN BABY PLATYPUS?

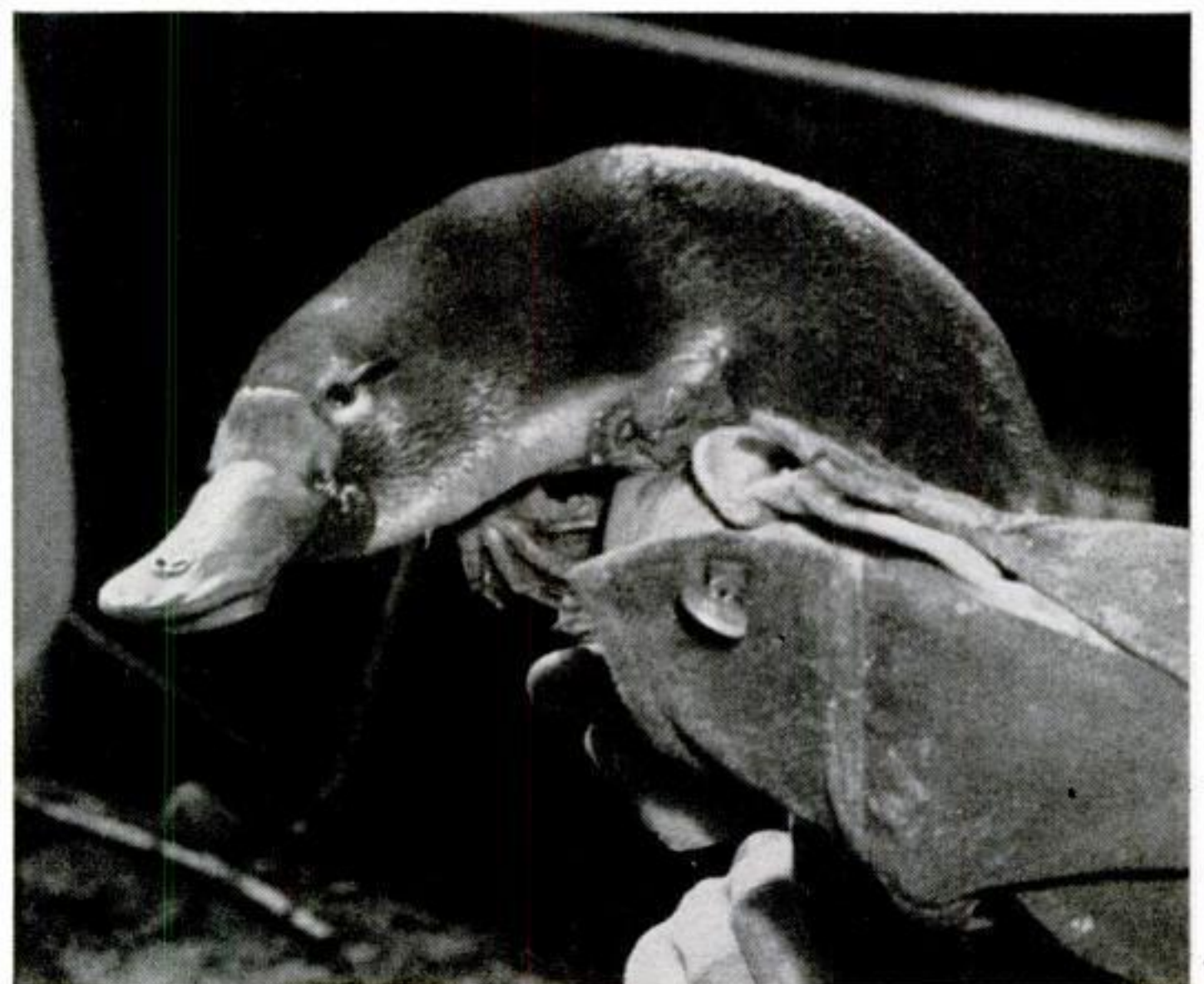


KEEPER BLAIR REACHES SHOULDER-DEEP INTO PENELOPE'S BURROW. AFTER DIGGING AND GROPING HE EMERGES WITH WHAT HE THOUGHT WAS BABY

NEIN, DAS IST PENELOPE

The suspense was unbearable. Since 8:40 a.m. Bronx Zoo officials had been digging away in the burrow adjoining the zoo's homemade \$15,000 platypusary. Their object was Penelope, a platypus, who since July had vanished into a maze of tunnels after showing unmistakable signs of platypus parenthood, such as eating twice her normal ration of crayfish, frogs and worms and caching a bushel of nest-building eucalyptus leaves.

Did Penelope have a baby? A crowd of 50 reporters and TV cameramen waited to record the first platypus born in U.S. captivity. But by 11 a.m. official smiles sagged. Only a few feet of earth remained and no platypus. Suddenly a glad cry went up as a keeper held a platypus aloft. A few minutes later, when no more platypuses were found in the burrow, the "baby" was re-examined. It was Penelope, who had been getting double rations under false pretenses and emerged smug, well fed but childless.



THE "BABY," EXAMINED CLOSE UP, TURNS OUT TO BE SAME OLD PENELOPE

To condition you for the New "Outer-Look"...the New Formfit "Under-Look"

Today's Outer-Look features a slim, fluid line — bust subtly rounded, midline gently nipped, hips smoothly elongated. You feel so sure of yourself in Formfit's Life Bra and Life Girdle — with the

Under-Look you need to capture this new Outer-Look! Working together, Life Bra and Life Girdle coax your curves into line with heavenly freedom and comfort. Such a dazzling array of styles, fabrics, elastics to choose from — all tailored with Formfit's fabulous flair for beautiful fit! At your favorite store. Life Girdle shown, \$10.95. Other styles from \$7.50. Life Bra shown, \$2.50. Other styles from \$1.25.

The Formfit Company
Chicago, New York

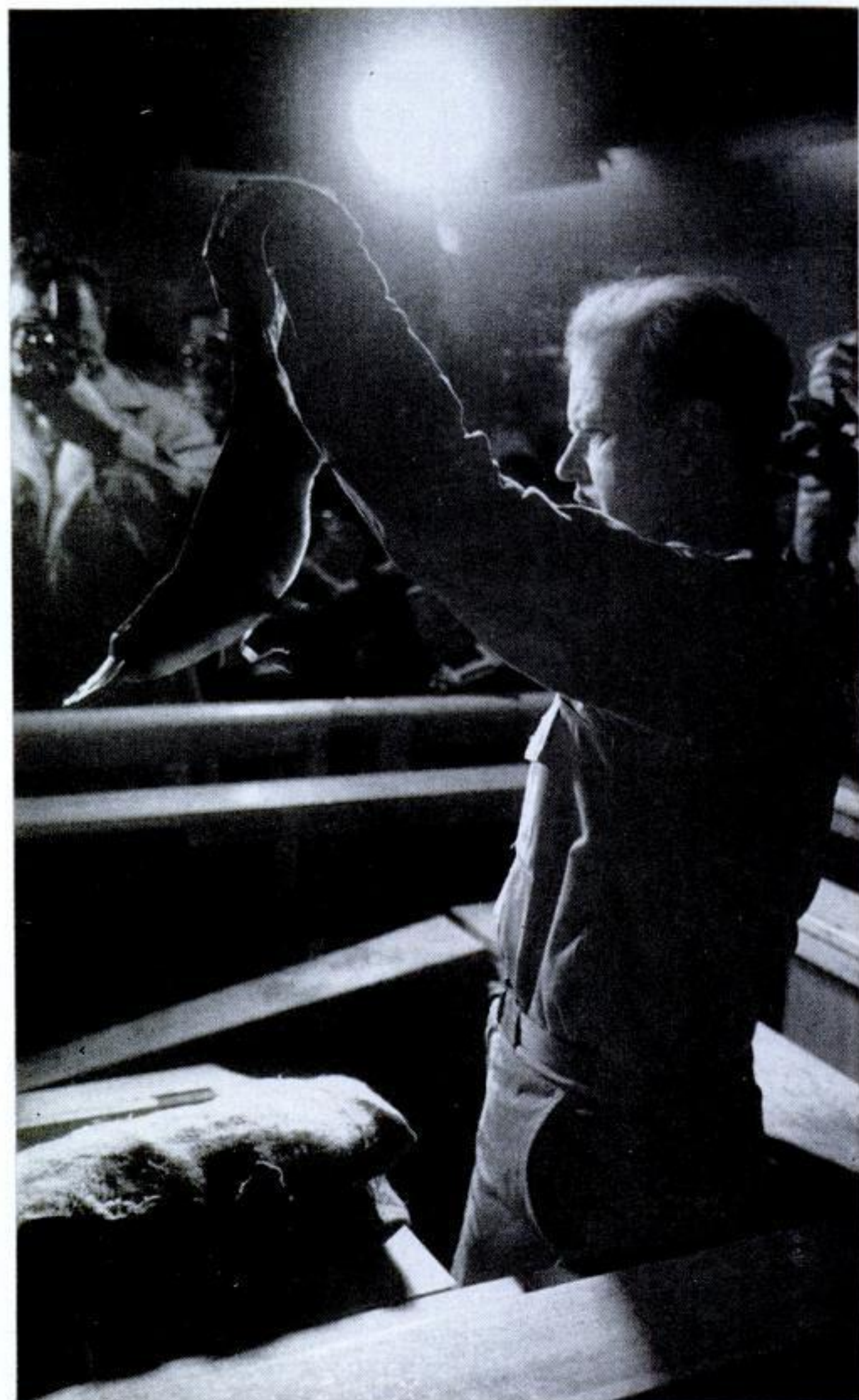


For a Sweetheart of a Figure

Platypus CONTINUED



PENELOPE'S PLATTER of daily food included 50 crayfish (*left*), 500 mealworms (*foreground*), 1½ pounds of earthworms. She also got live frog and two or three steamed eggs. Platypus, a mammal, lays eggs but suckles young that hatch from them. Only once, in Australia, has one been born in captivity.



PENELOPE'S MATE, Cecil, is held up by Keeper Blair. Highly nervous, a platypus can only be held for 60 seconds after which it begins to tremble.

The All-American Toys in
SANTA'S OWN TOY BOOK
have been selected
and approved by
this panel of experts!

Albany, N.Y. Howmar Toy Co.	Minneapolis, Minn. The S&M Co.
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Birmingham, Ala. Moore-Handley Hdwe. Co., Inc.	New York, N.Y. M & A Wares
Boston, Mass. The Russell-Blakney Co.	New York, N.Y. Mayfair Mdse. Co.
Bronx, N.Y. Globe Stationery & Toy Co.	Oakland, Cal. Oakland Stationery & Toy Co.
Canton, Ohio The M. Conley Co.	Omaha, Neb. Mutual Distr. Co.
Charleston, S.C. Sam Solomon Co.	Opelousas, La. Louisiana Drug Co., Inc.
Charleston, W. Va. Thomas-Field & Co.	Owensboro, Ky. Novelty Distrs., Inc.
Chester, S.C. G. R. Dawson & Son, Inc.	Paterson, N.J. Lendor Trading Co.
Chicago, Ill. The Jay Mills Co.	Peoria, Ill. Brown Supply Co.
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Peek into Santa's pack,
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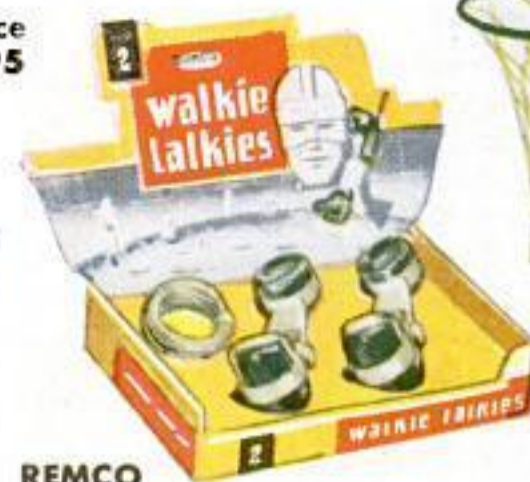
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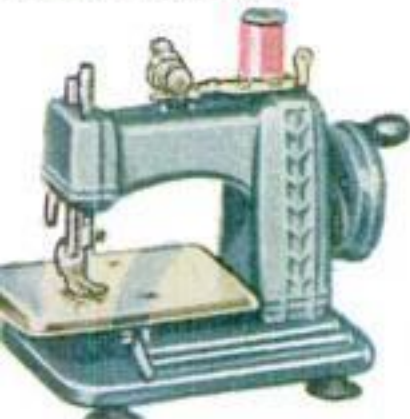
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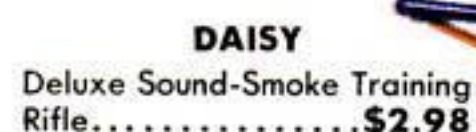
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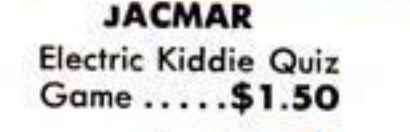
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All these and hundreds more in this free book →

The toys you see here are typical of the hundreds illustrated in SANTA'S OWN TOY BOOK... especially selected by the leading toy experts listed on preceding page... to fill the play needs of children of all ages.

Be sure to get your copy of SANTA'S OWN TOY BOOK at the store in your town displaying Santa's own Toy Book sign.

Retail prices shown may be slightly higher in the South and West.



When you start driving home

Acid Action starts to attack your engine!

It's not the long, cold drive home from the football stadium that really harms your car's engine. It's the "cold" engine start, when the game is over, and the first few engine "warm-up" miles that cause the *real* damage.

You see, every time you start a cold engine, partially burned gasoline and moisture unite to form acids which "etch" their destructive patterns on cold cylinder walls and other engine parts. And it is this acid action—not friction—that accounts for most engine wear.

Actually, with today's frequent starting and stopping, *one mile in every three is an acid-action mile.*

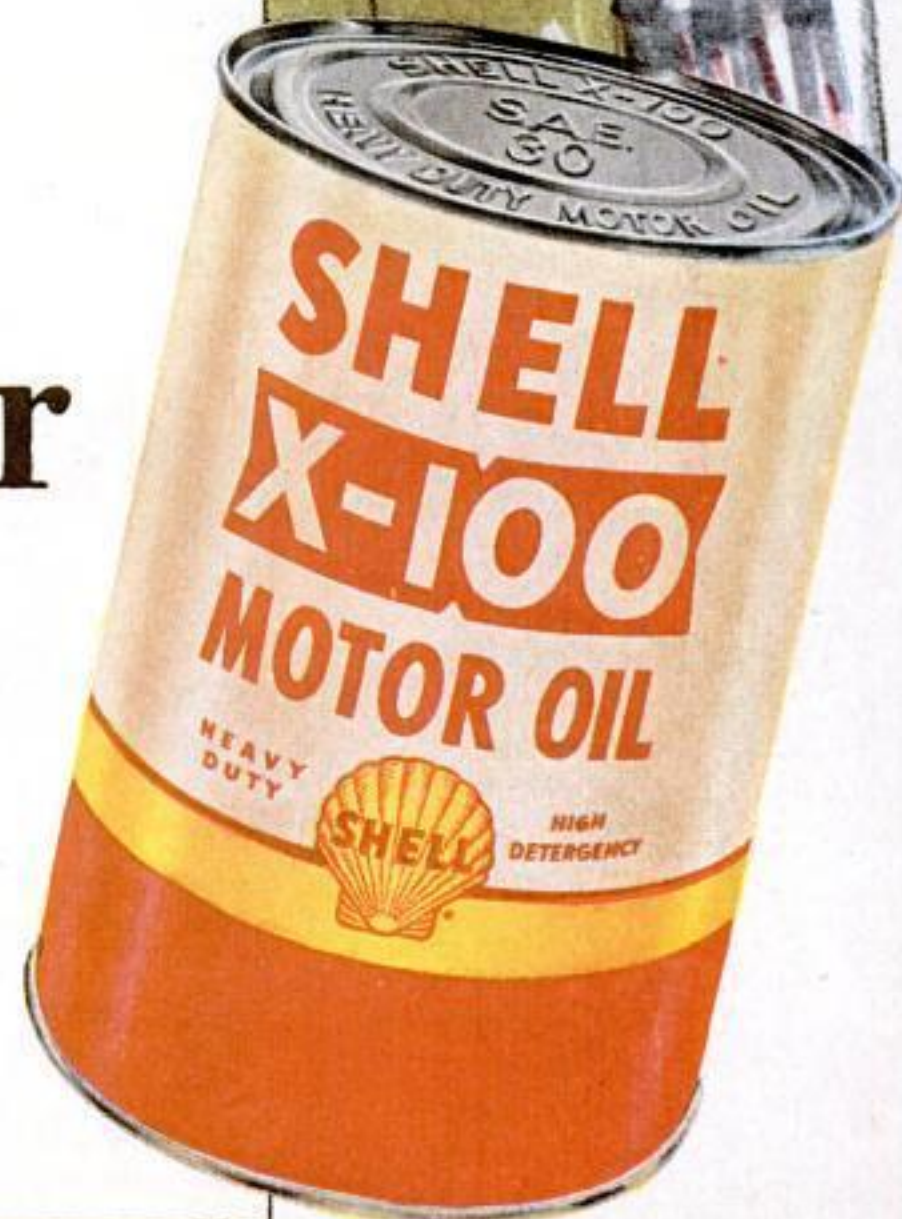
To put a stop to such engine wear, Shell X-100 Motor Oil now has

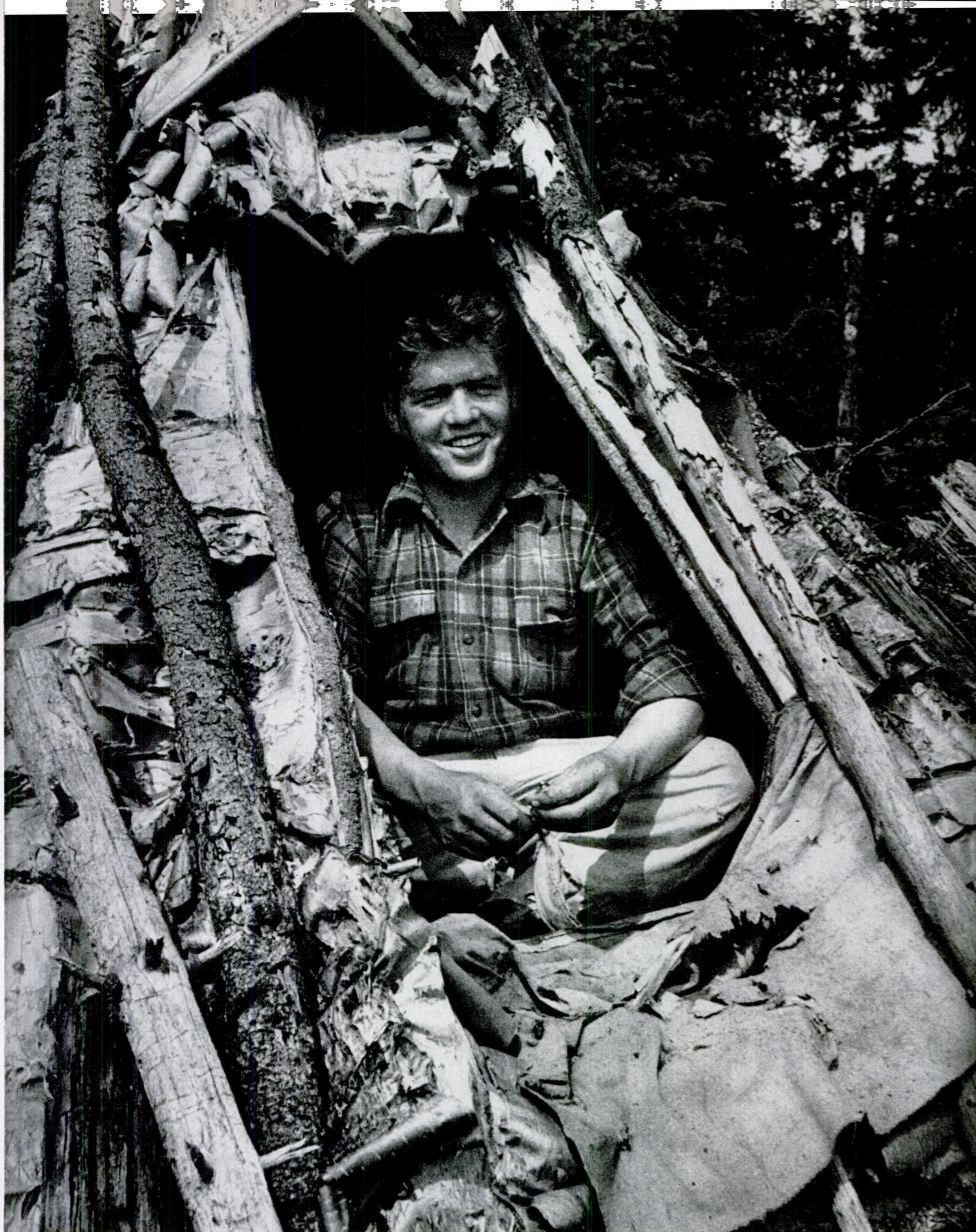
almost twice the amount of alkaline "X" safety factors added, to neutralize acids formed during the warm-up time. Moreover, it contains extra cleansing factors, which prevent deposits from fouling hydraulic valve lifters and other vital parts.

Shell X-100 is a heavy duty, premium motor oil. Let your Shell Dealer drain and refill your crankcase with Shell X-100 at your very next oil change. It's incomparable.



Shell X-100 Stops the Major Cause of Engine Wear





OUT CAMPING DEEP IN THE CANADIAN NORTH WOODS ROCK ROBERTSON GRINS THROUGH THE DOORWAY OF TRAPPER'S BIRCHBARK TEPEE

STRONG MAN OF THE NORTH

Rock Robertson packs weight and stalks moose in real Paul Bunyan style

PHOTOGRAPHED FOR LIFE BY WALLACE KIRKLAND

In the wild country between Hudson Bay and the St. Lawrence, where strong men are taken for granted, Rock Robertson stands out as a modern-day Paul Bunyan. Rock hardly knows his own strength. He has been known, when the mood takes him, to pick up a stove and heave it through a cook-shack wall. But generally Rock's moods are sunny and his broad shoulders are put to practical and picturesque uses as a woodsman and as a guide.

A bulky six feet and a solid 205 pounds, Rock has some Scottish blood in him, but is mostly Montagnais Indian, an Algonquian tribe. French is his main language, but he also talks English, Indian and Eskimo. Now 31, he has at one time or another worked as log driver, timber cruiser, cook, government surveyor, trapper, bulldozer operator. But at heart Rock is a hunter, at home in the woods and as crafty there as his primitive ancestors.

CONTINUED ON NEXT PAGE 171



ROCK (RIGHT) AND BROTHER HARRY STRAIN AS THEY TEST EACH OTHER AT INDIAN WRESTLING. AFTER WINNING, ROCK SAID, "HE'S GOOD AND I'M GOOD"

Twisted necks and sexy calls

Rock got his name from his grandfather, who because of his strength was known by the Indians as "Big Rock Man." Rock got his woods lore from his father who taught him how to use clouds for a compass, bugs and birds for barometers. At Pointe Bleue, where Robertson lives with his wife and three children, the Indians assert their manhood by fighting and carrying weight. Rock has never side-stepped a fight or lost one. But he avoids weight-carrying contests. "Enjuns kill themselves that way," he explains. Once, after a few drinks, he got out his tumpline, the strap which woodsmen set on foreheads to pack supplies (*right*), to test his capacity. At 500 pounds the tumpline snapped, twisting Rock's neck so badly he went for days with his head cocked to one side.

As a guide for Leonce Hamel, who arranges fishing and hunting parties, Rock carries 300 pounds on portages of from one to four miles. Sometimes he amazes the visiting hunters by shooting lake trout as they jump for bugs. But he is proudest of imitating the mating call of a female moose. "Sometimes the bull come very quick," Rock says. "When he sees that you are not the female, you better shoot very fast."

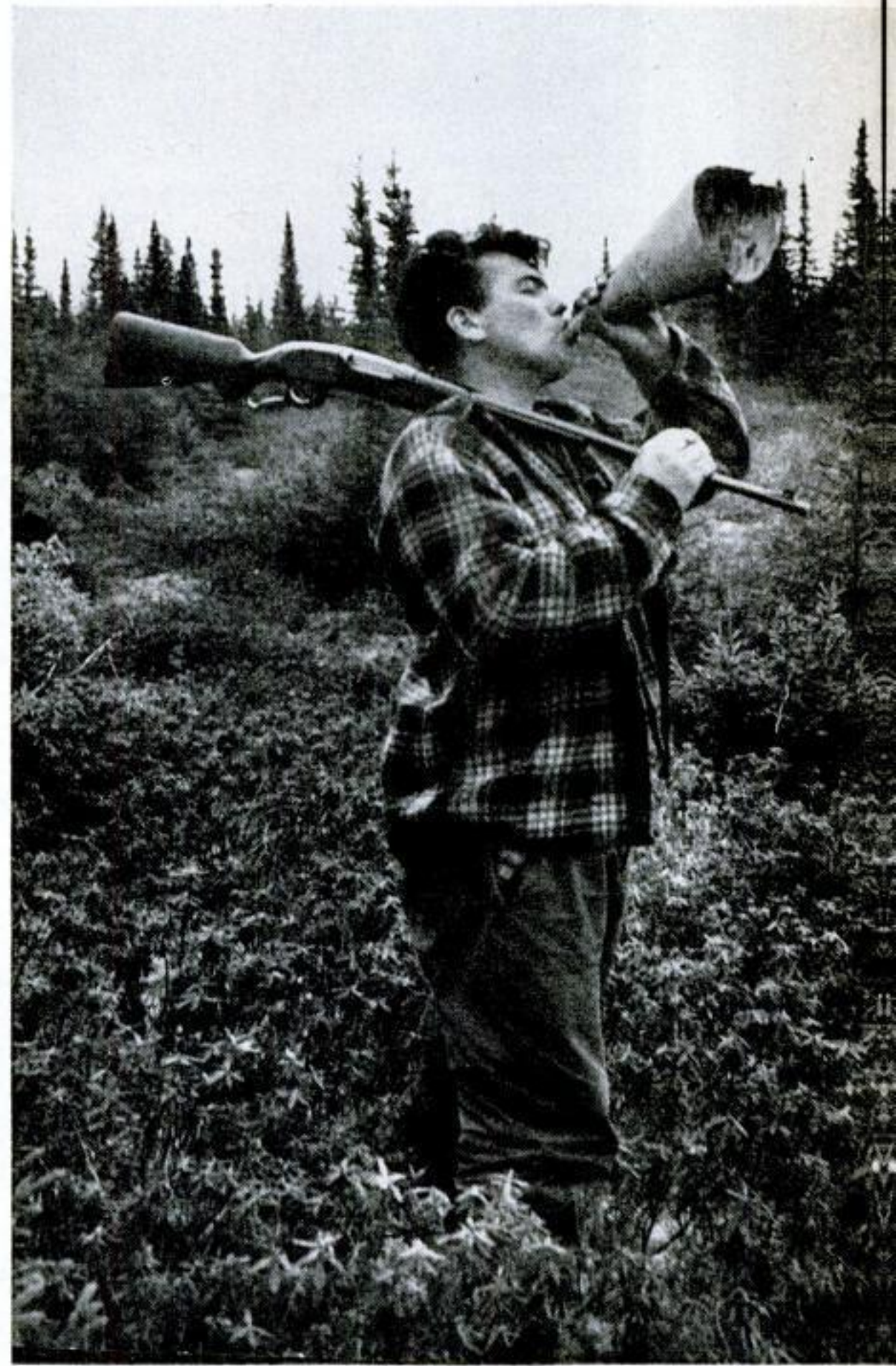


ON A PORTAGE ROCK PACKS 300 POUNDS →



MOOSE TRACKS only a few hours old give Rock hope as he follows them intently with a rifle and a

birchbark moosecall. But unless snow is on ground, tracking moose is impractical, and Rock calls them.



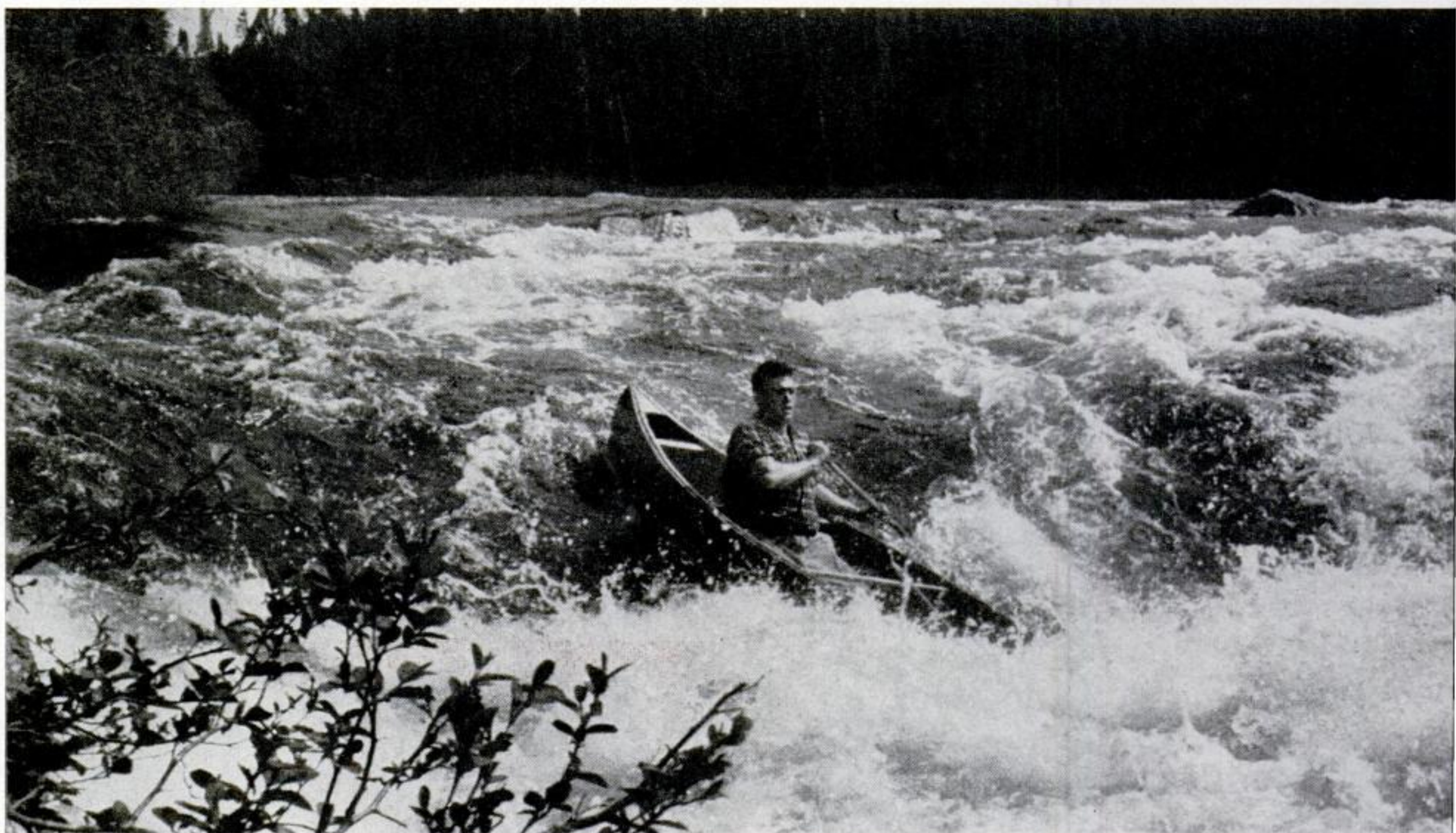
MOOSECALL got some answering grunts from an amorous bull who came up from half a mile away.



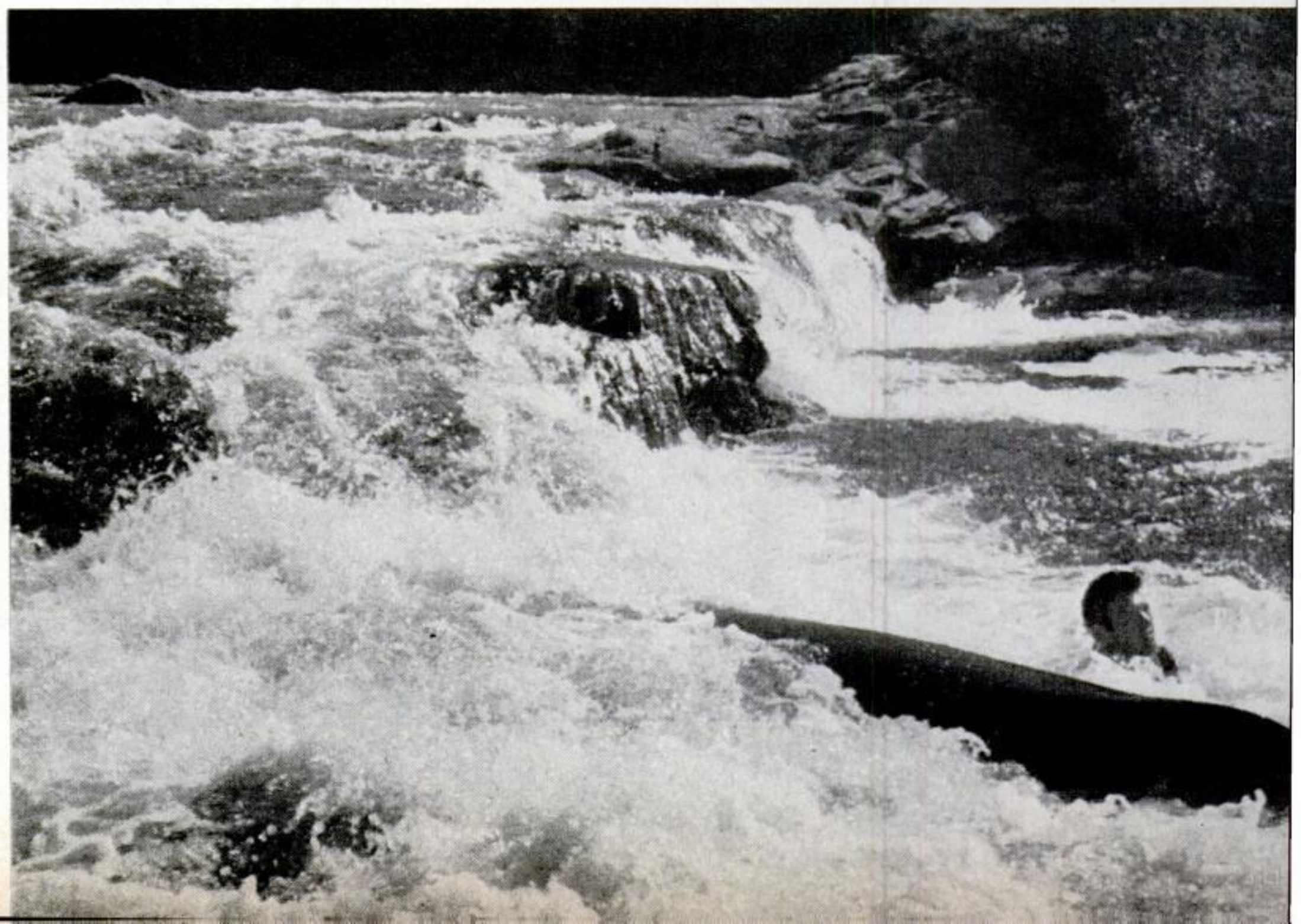
MOOSE HAUNCH rides on Rock's shoulder after kill. North woodsmen prefer moose to beef, venison.



APPROACHING A BIG DROP IN THE RAPIDS, ROCK KNEELS IN CENTER OF CANOE FOR STABILITY AND STEERS VIGOROUSLY WITH PADDLE AS



CANOE PLUNGES INTO ROCKS HIDDEN UNDER BOILING FROTH OF WATER. WHEN IT REAPPEARS (BELOW) CANOE

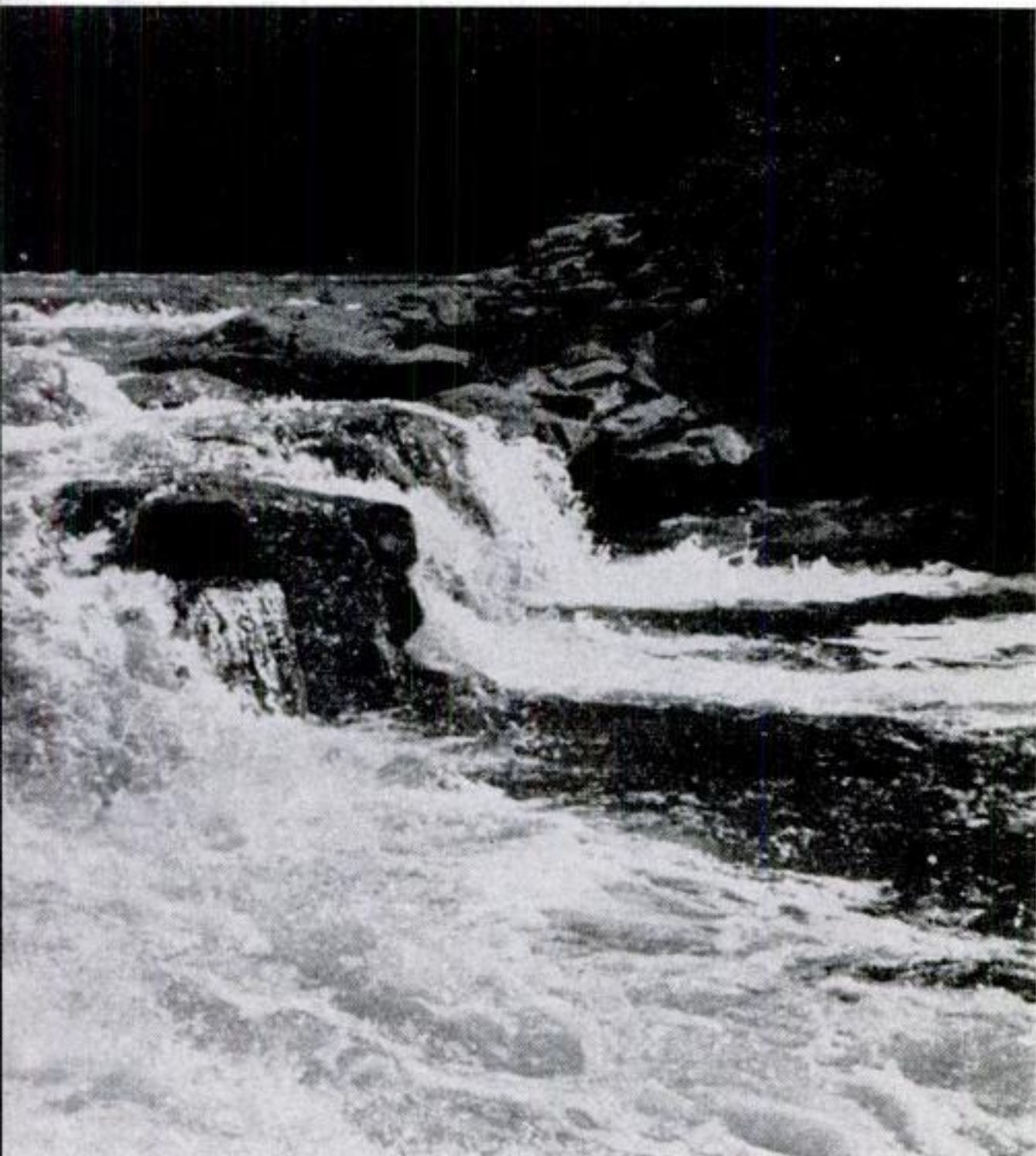




HE IS SWEEPED ALONG BY 30-MILE CURRENT



BATTERED CANOE, leaking furiously but still afloat after the perilous venture, is patched up with spruce gum and boughs to carry Rock back to camp.

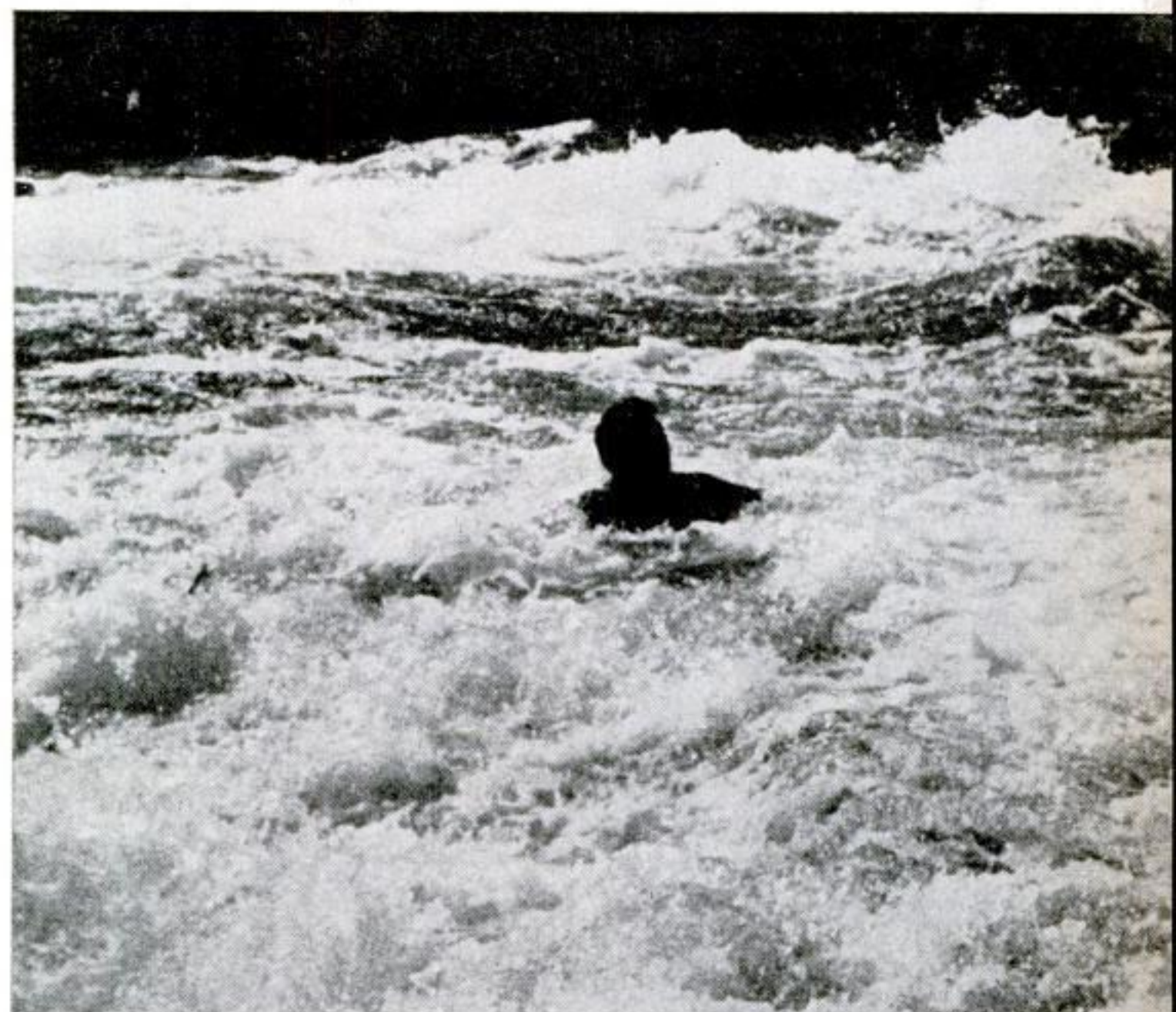


IS OVERTURNED AND ROCK IS STRUGGLING IN WATER BESIDE IT

Rough ride on the rapids

"If you are afraid," says Rock, "you die." One night up on the Trench River he squatted in a small tent and listened to the howl of some 30 timber wolves which had closed in to form a circle around him. He had only two bullets left. So, decided Rock, there was nothing to do but go to sleep. He did and when he woke up the wolves were gone.

Recently, when he decided to shoot the rapids at the head of Lake Mattawa (left), he ignored the warnings that no man alive could take a canoe over that drop, and that no man could survive if the canoe tipped. Rock simply shrugged and reached for his paddle. He rode the millrace but not in the canoe, which turned over and dumped him. Bouncing from boulder to boulder he went through the water in a jackknife position with arms and legs extended before him absorbing the shocks. When he crawled out unhurt 200 yards below, a triumphant grin lit up his face. "I lost my socks," he announced, "but I still got my chewing gum."



HEAD ABOVE WATER, Rock survives the rapids. "If I hang against rocks and swallow water, I'm done," he said.





SNARED PARTRIDGE futilely flaps wings after Rock pulls it from tree pictured at left. Sometimes five or six of them will sit and be picked from same tree.

Living off the country

A shortage of food in the wilds is no special problem for Rock. "We eat with the rifle," he explains. Even without the gun he is using on the opposite page, the problem is not acute. With a small piece of wire Rock can survive almost indefinitely on broiled partridge and rabbit stew.

Rock's trick of getting a partridge without shooting it (*left*) requires a firm hand and much patience. He attaches a slip noose of wire to a long pole and manipulates it over the head of the bird, which seems to feel safe as long as it is in a tree. When this operation is achieved, the pole is jerked downward bringing a fluttering partridge with it (*above*). Rock snares snowshoe rabbits by suspending a wire loop on a rabbit trail and letting the rabbit do the rest.

But there are times, especially after a very heavy snowfall, when no animal life moves at all. At one such time Rock, trapping alone in the woods, had to go eight days without food. Finally he ate some sled-dog meal and then tramped 48 miles with his snowshoes sinking deep at every step. He was drenched from dripping trees, and when the temperature dropped suddenly to 20° below zero, he beat his arms with sticks the last 10 miles to keep them from freezing. It took him 18 hours to walk out.



BROILING PARTRIDGE, held over the flames by a stick fixed in the ground, sizzles over campfire which also dries out a pair of wet socks dangling from box.

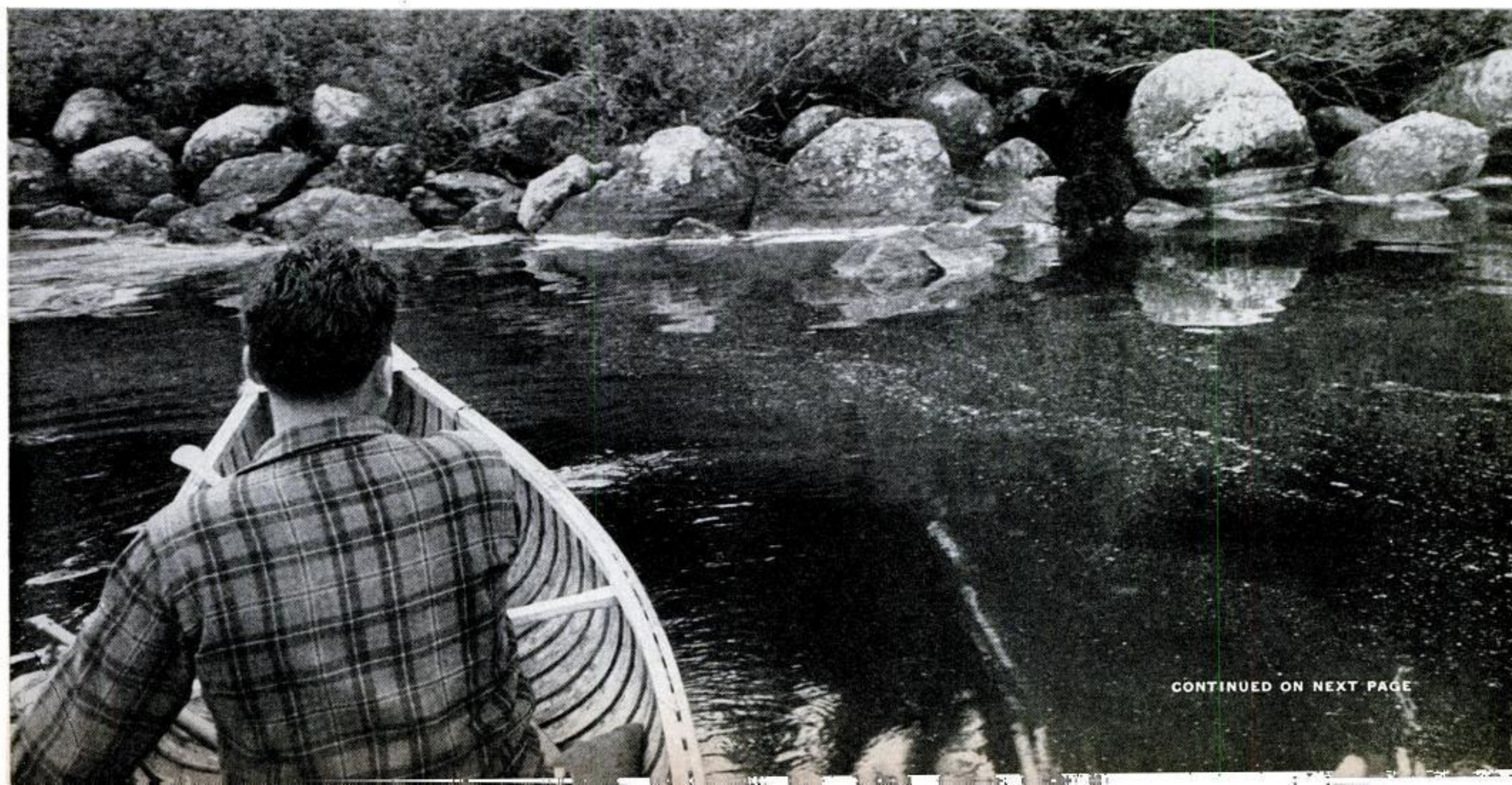
← WITH WIRE ON POLE, ROCK GOES AFTER PARTRIDGE ON BRANCH



CATCHING BLACK BEAR IN THE WATER, ROCK PAUSES WITH POISED PADDLE TO DETERMINE SIZE OF QUARRY AND TO WHICH SHORE HE WILL TRY TO HERD IT



AS THE BEAR NEARS SHORE, ROCK RAISES RIFLE. WHEN THE BEAR REACHED WATER'S EDGE HE BROUGHT IT DOWN, THEN HE APPROACHED WARILY (BELOW)



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BRINGING BACK THE BEAR with aid of tumpline, Rock easily balances the canoe on his head. There is no closed season on bear which are considered pests

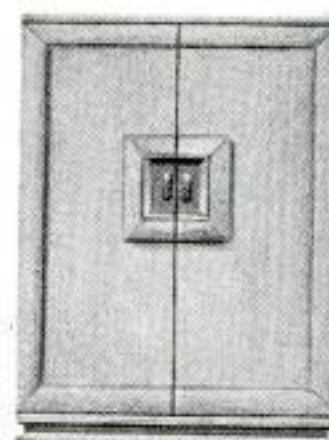
because they kill small moose and raid camps. Rock can walk for hours with this kind of a load. "I sweat like hell," he says. "Man who don't sweat get tired."

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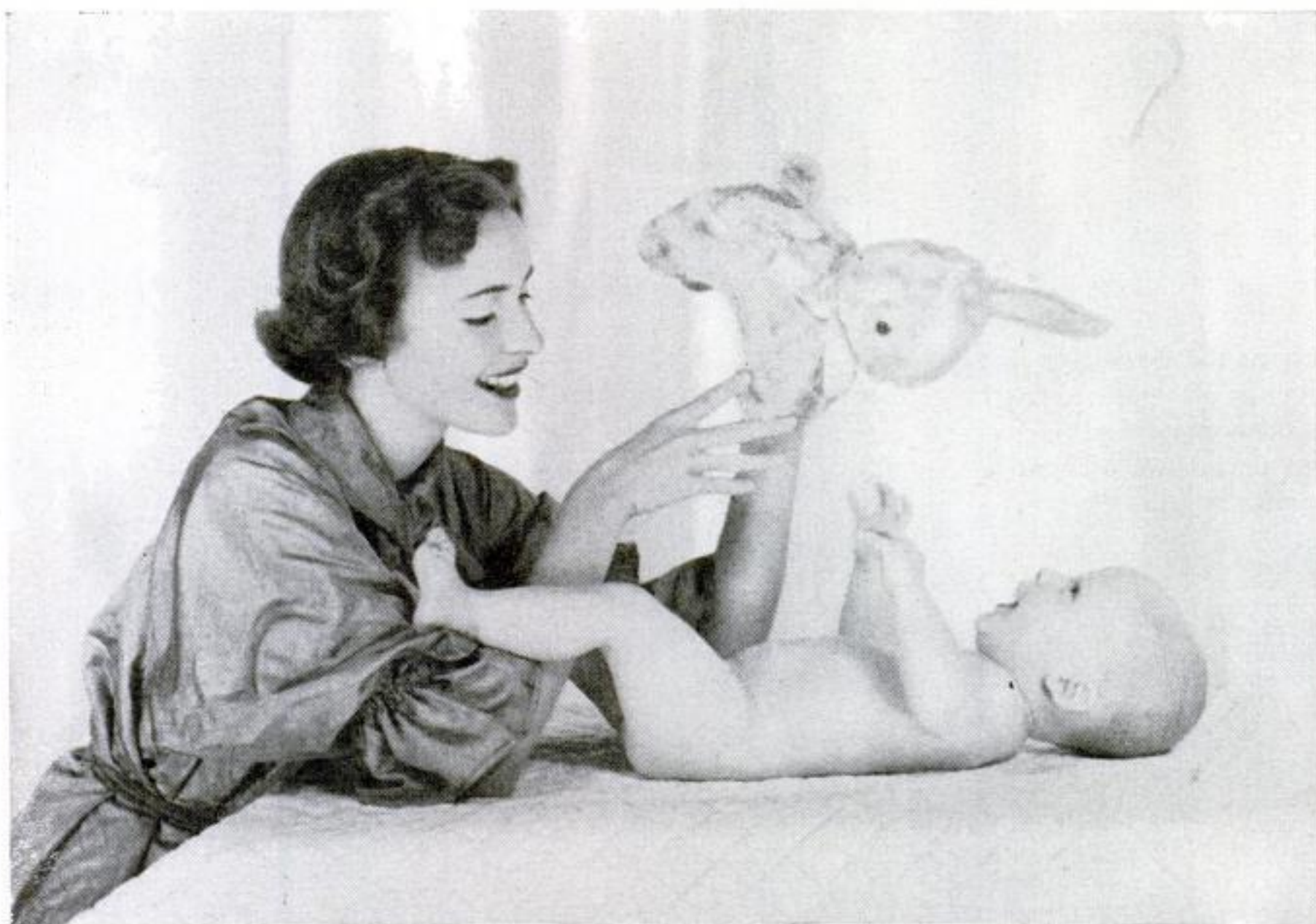
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Softer Still *Softer* for his thinner baby skin

From his head to his tiny pink toes, your baby's skin is especially tender, sensitive to even slight irritation. That's why it's so necessary to his comfort to choose his bathroom tissue for truly safe, gentle softness. The new ScotTissue, "water-woven" by a remarkable new process, is now softer, kinder than ever to baby's thinner skin. Yet it has greater body to assure you the strength you need for thorough cleansing.

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And these wonderful improvements come to you at *no* increase in price. It is your very best buy, not only for baby, but for the whole family, too. Get several rolls today.



You're careful to see that his little playthings are cuddly soft and safe for him to use. And it is just as important to his comfort to select his bathroom tissue for safe, gentle softness. You can depend on the new ScotTissue to give his skin even gentler, kinder care than ever before

At "diaper changing" time, you will see how perfectly the new ScotTissue meets all baby's bathroom requirements. It is instantly absorbent to assure quick, immaculate cleansing, with greater body to prevent tearing or shredding





Your wise and loving care can spare him much daily discomfort

1,000 Sheets to a Roll

The new **ScotTissue** goes further, lasts longer because you get 1,000 sheets to a roll. This is $\frac{1}{2}$ more than the 650 sheets you get from most other brands. 2 rolls of the new ScotTissue give you more sheets than 3 rolls of most other brands. Another great Scott value

"ScotTissue," Reg. U. S. Pat. Off.





TEXCEL TAPE HOLDS BOX CONTAINING PRECIOUS NECKLACE AS COPTER HOVERS OVER NIAGARA FALLS

\$10,000 necklace taped to helicopter proves **TEXCEL TAPE** sticks tight!

Because we make Texcel Cellophane Tape, we know it sticks better than ordinary tapes.

To prove to you Texcel's better sticking-power, we rented a Bell helicopter, taped a box containing a \$10,000 sapphire, diamond and pearl necklace to one of its runners and told the pilot to hover 1200 feet over Niagara Falls until his gasoline supply ran low.

The copter flew through mist and strong winds. Moisture condensed on its sides. Yet, when the craft landed, the box containing the necklace was still firmly attached . . . the Texcel Tape hadn't even curled at the edges!

Texcel sticks so smoothly and tightly because it has better "stickum" . . . made possible by a remarkable new ingredient called Neotril.



Next time you buy cellophane tape make sure it's Texcel—the tape with better "stickum." When you want to wrap a package or do any of dozens of important little fix-up jobs, you'll bless the way it lies smooth and hangs on.



Box containing necklace as it looked after its copter flight above Niagara Falls. Notice that the Texcel Tape holding box to helicopter is still firmly attached.



HONG KONG LOOK

Clothes made in China are imported for U.S. wearers

Worn below in customary curled-up coolie fashion is one of a new group of styles which hail from Hong Kong, where they are made to U.S. order by a designer named James Ling who has set up in business with a former U.S. Army colonel from Kansas, Linden Johnson. Although the clothes look as traditionally Chinese as this narrow side-slit brocade nightdress, they are cut according to sizes and patterns supplied by Lord & Taylor. Made in simple straight-hanging styles and sold in department stores across the country, they can be worn for sleeping or lounging and some can even double as evening clothes. They come in black, pastels and bright Oriental colors and, for their new U.S. public, also in white, a color still associated with mourning in the Far East.





BRIEF JACKET of brocade with colored pattern (\$35) is shorter than Chinese fashion, can be worn as a bed jacket or evening coat.



DAMASK SHIRT in pale silk with small frog fastenings (\$18) is worn with tapered brocade slacks (\$18) which are slit at the ankles.

COOLIE PAJAMAS (*left*) in brocade (\$25) are closest to Chinese style. Flowers representing four seasons form the fabric's pattern.

[CONTINUED ON PAGE 186](#)

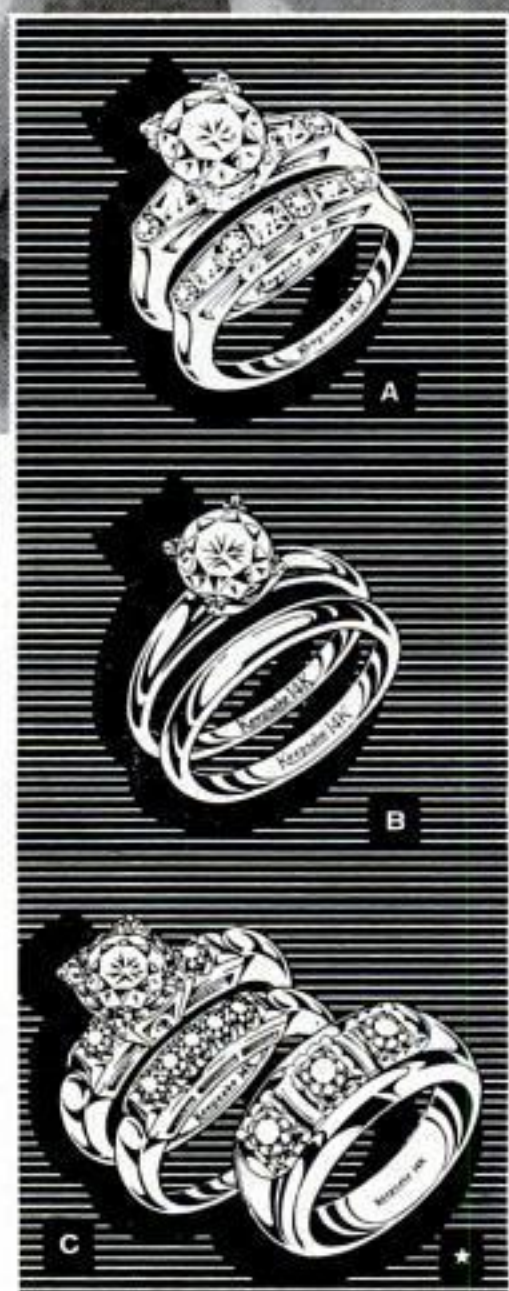


Neiman-Marcus gown by Murray Hamburger

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Tradition demands the finest for this, her wedding day. And among the more cherished of bridal traditions is her choice of Keepsake Diamond Engagement and Wedding Rings.

Because your diamond ring is endowed with special meaning, it should be selected with infinite care, ever mindful that the finest quality diamond is your best buy. If you choose a Keepsake, you will have a *guaranteed perfect* diamond ring. From \$100 to \$10,000.



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Available at 75 to 250 to match
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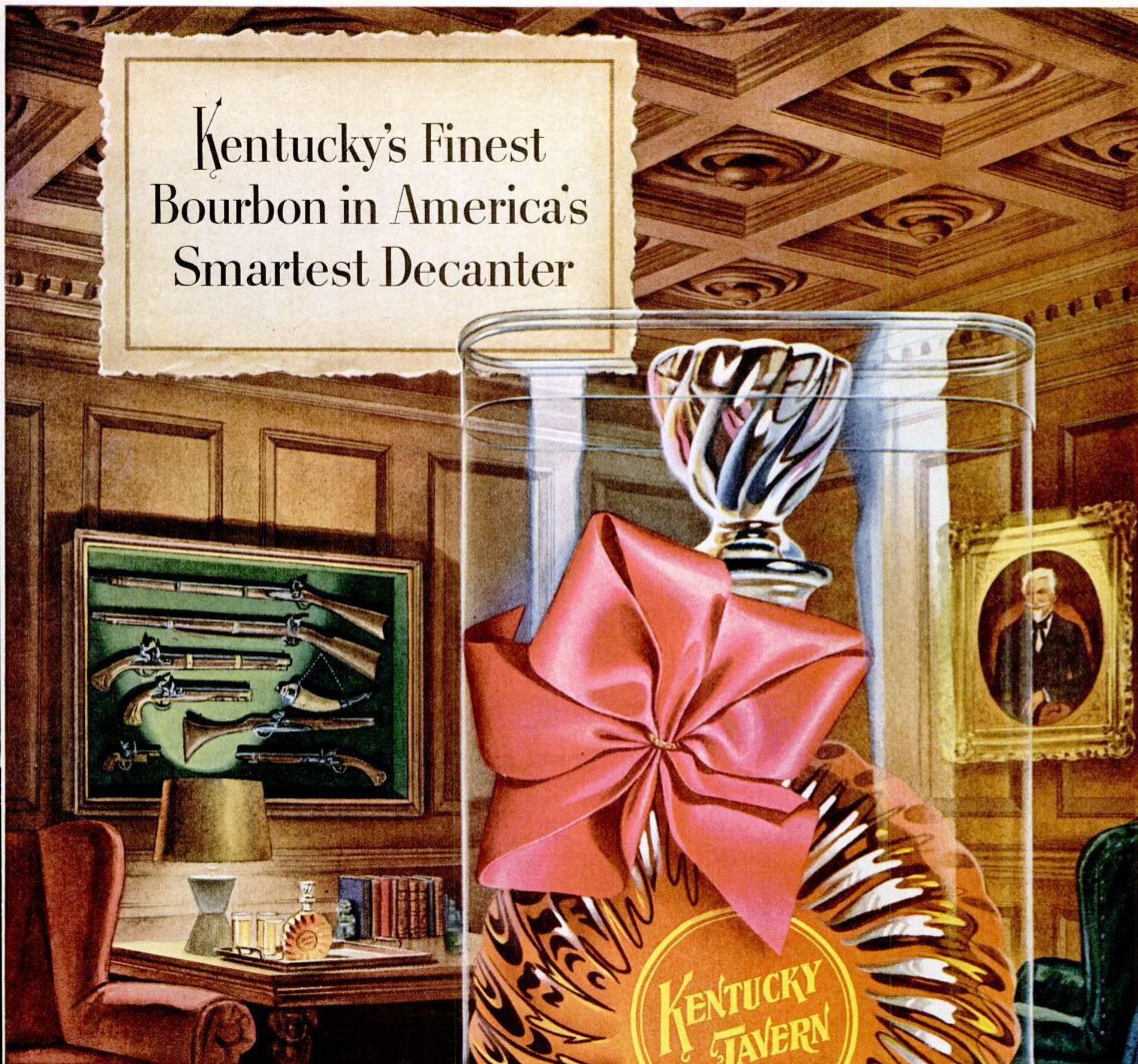
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It's delicious! It's 97% caffeine-free! It lets you sleep!



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T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copr., The American Tobacco Company



CLINGING TIGHTLY TO A CHIMNEY WALL, HUNDREDS OF BEADY-EYED SWIFTS LOOK UP AT CAMERA WHILE OTHERS FLUTTER ABOUT IN THE NARROW FLUE

A FLUE FULL OF SWIFTS

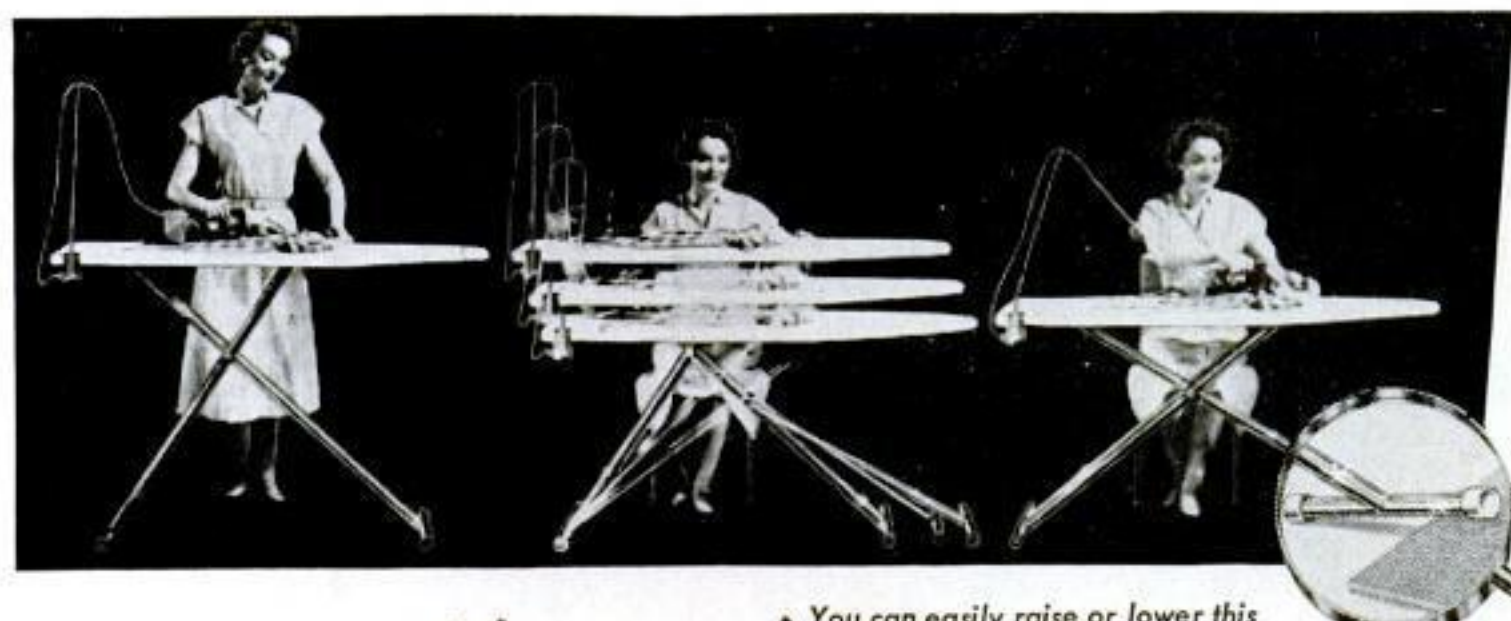
Georgia grocer traps the birds in their favorite flues, bands them to study their eccentric habits

Chimney swifts have long fascinated ornithologists because of their curious habits and mysterious migration. One of the swiftest of birds, they are on the wing all day without letup, snatching insects out of the air, skimming over ponds for occasional sips of water and possibly even mating in flight. In the evening they gather by the hundreds to circle above a chimney, then whirl down it in a vortex as the last light leaves the sky. Once inside, the swifts huddle together in a compact band (*above*). There they are at the mercy of a small group of bird lovers, the swift banders, who invade the sanctity of the flue to trap the swifts and band them in order to map the still uncharted lanes of the swift's winter migration to the Amazon.

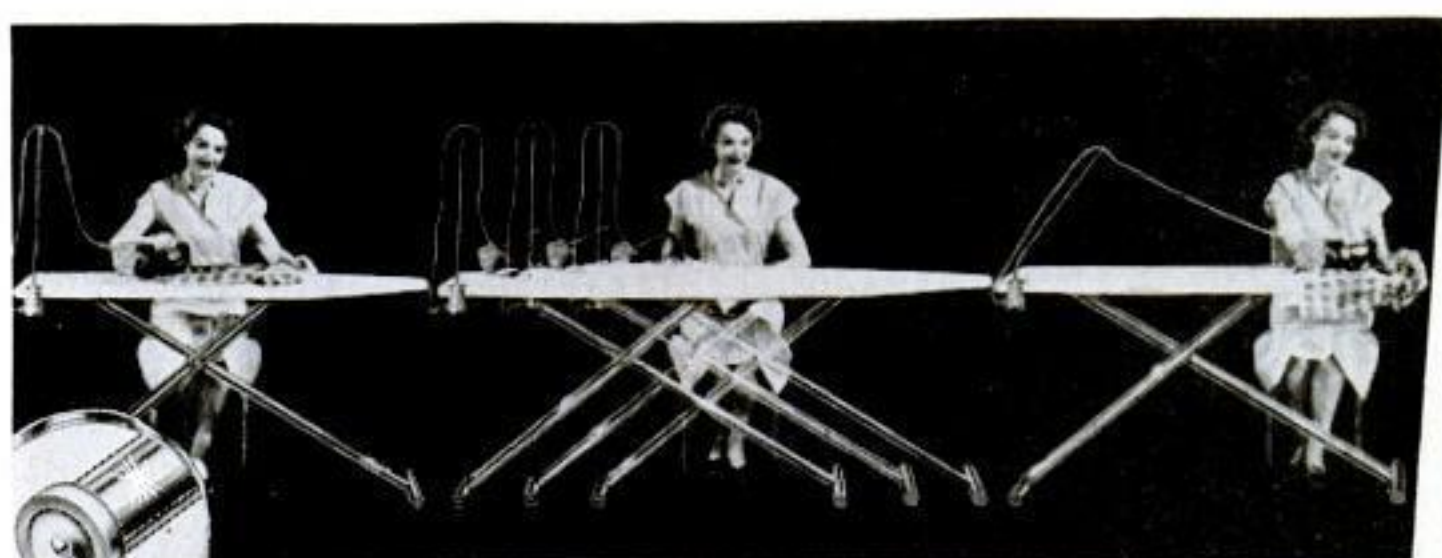
The most avid swift bander in the U.S. is a wholesale grocer from

Rome, Ga. named Gordon Hight, who since 1952 has banded 19,000 birds. As swifts swarm over Rome on their spring and fall migrations, he posts sentries to keep watch on the town's chimneys. Reports are called in to his command post: "2,000 in the senior high school; 300 in the First Presbyterian." Then Hight and his friends set out to cap the chimney (*next page*). Hight's nocturnal activities on the rooftops of Rome used to bring out the police regularly, but now he phones them before each job. Only two years in the business, Hight's banded birds have already been reported as far north as Newfoundland. And by trapping a swift banded in 1939 by another ornithologist he has proved they can live to the ripe bird age of 13. Asked about his activity, Hight says simply, "People think we're crazy. You just can't explain why you like it."

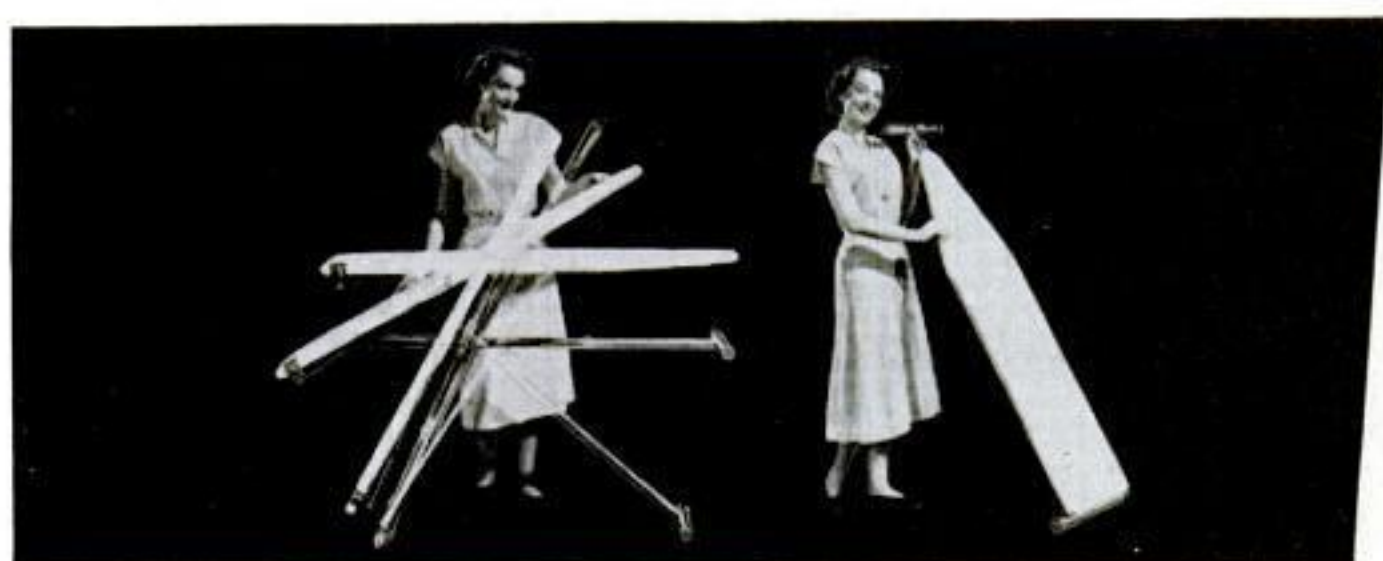
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Swifts CONTINUED



A CLINGING SWIFT, placed on a brick wall after its capture, shows how its sharp claws and barbed tail feathers enable it to grasp the rough surface.

CONTINUED ON PAGE 192



see

YOU SEE IT GROUND RIGHT BEFORE YOUR EYES...YOU KNOW IT'S FRESH COFFEE!

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YOU SMELL THE FRAGRANCE OF REAL COFFEE...YOU KNOW IT'S BETTER COFFEE!

Once you enjoy the tantalizing aroma of freshly-made coffee... the anticipation of drinking *real* coffee... you'll never settle for anything less!

taste

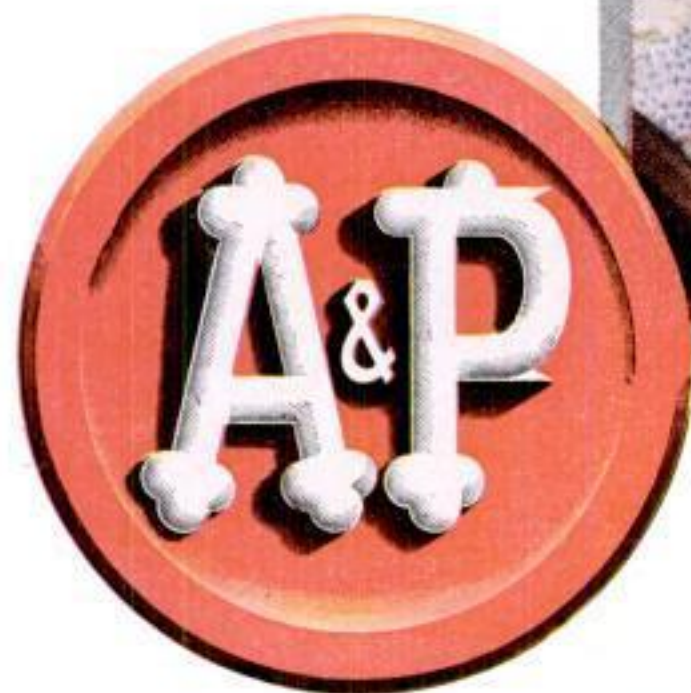
YOU TASTE THE DIFFERENCE...YOU KNOW IT'S THE COFFEE FOR YOU!

Yes, you taste the richer flavor in your cup that comes *only* from freshly-roasted, Custom Ground coffee! You'll agree... this coffee is the coffee for you!

ONLY REAL COFFEE TASTES LIKE COFFEE!

EVERY CUP OF CUSTOM GROUND A&P COFFEE COSTS YOU LESS*... YET THERE IS NO FINER COFFEE IN ANY PACKAGE AT ANY PRICE.

**You save up to 12¢ a pound compared with like-quality coffees.*



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Mild and Mellow

Rich and Full-Bodied

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CAGED SWIFTS are examined by Hight (right) and a birdbander friend. Trapping and caging does

not injure the lively birds, but if they are handled too much they grow listless and completely addled.



ELABORATE SCAFFOLDING, built by Hight to scale 65-foot chimney, is used to raise bird trap.



THE TRAP consists of a box over chimney and a pipe leading to cage. Birds fly into box, down pipe.

BANDED SWIFTS are released by Hight, fly away as his wife records their numbers.





to the Best Pumpkin Pie!

Try the famous Carnation recipe acclaimed by 3 generations of families

**RICH, SMOOTH
WONDERFUL**

CARNATION PUMPKIN PIE

(Makes 9-inch single crust pie)

1 cup granulated sugar	1 1/2 cups canned pumpkin
1/2 teaspoon salt	1 1/2 cups (large can) undiluted CARNATION EVAPORATED MILK
1 1/2 teaspoons cinnamon	
1/2 teaspoon nutmeg	2 eggs
1/2 teaspoon ginger	9-inch single crust unbaked pie shell
1/2 teaspoon allspice	
1/2 teaspoon cloves	

Combine ingredients until smooth. Place in unbaked pie shell. Bake in hot oven (425°F.) 15 minutes; lower temperature to moderate (350°F.). Continue baking about 35 minutes or until custard is firm.

THIS IS THE PIE that year after year makes new friends for Carnation Evaporated Milk. Folks who try it for the first time marvel at its deeper, richer, more satisfying flavor... and at its extraordinary lightness and smoothness.

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Robert Moore

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NAVY SIKORSKY HELICOPTERS HELPED SAVE THOUSANDS OF WOUNDED MEN IN KOREA.



AIR FORCE RESCUE SQUADRONS THROUGHOUT THE WORLD FLY BIG SIKORSKY H-19S.



MERCY FLIGHTS ARE ONLY ONE OF MANY JOBS FOR U. S. COAST GUARD SIKORSKYS.

4 TIMES THE LIFT

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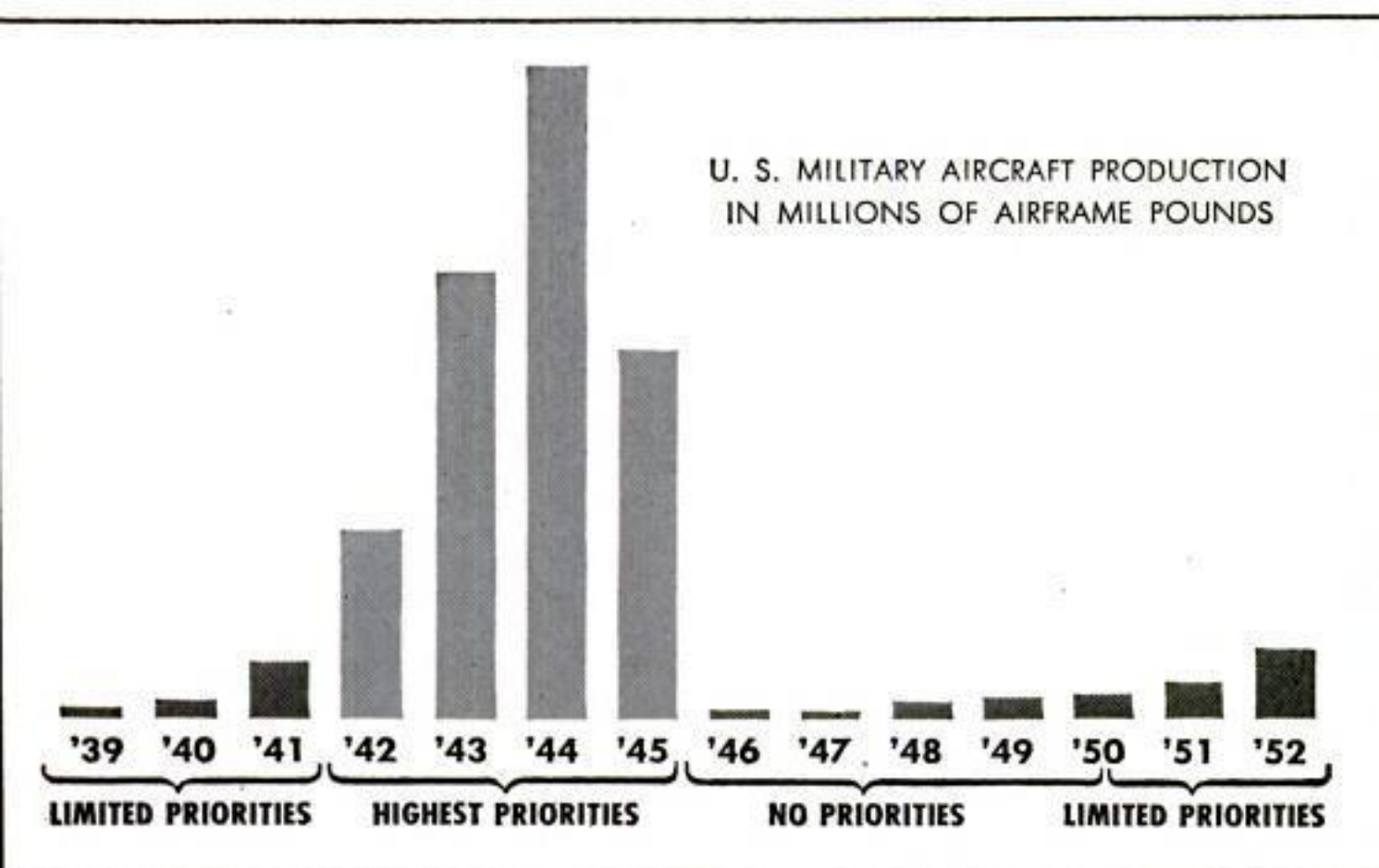
Battle-proved helicopters have won an indispensable place with every U. S. military service

In war and peace, helicopters have proved man's most versatile vehicle.

Since 1939, when Igor Sikorsky successfully produced America's first practical helicopter, the industry has advanced with giant strides. Today, only 14 years later, helicopters have a vital place with every branch of our military service, and a growing job in civil aviation. They have given a new dimension to airpower, and a new mobility to the battlefield. They have supplied armies, carried troops and arms to battle, brought hope and comfort to the wounded, and made rescue flights routine. But bringing these aircraft to their present stage of development has been a long, hard job.

America's first successful helicopter, Sikorsky's VS-300, was designed and built by 12 men. It could lift only one man. Eleven years later, at the outbreak of hostilities in Korea, Sikorsky Aircraft was able to deliver 4-place S-51 helicopters in quantity—thanks to years of research and development and the work of hundreds of skilled men. Next, after many months of engineering effort, came Sikorsky's 10-place, 3½-ton S-55, today's most widely used large helicopter. And still larger types are under development.

This nation can well be proud of its helicopters and of the job they are doing. It can be grateful that civilian and military leaders authorized their production . . . and that the aircraft industry had the skill and capability to design, develop and build them. For today your Armed Forces have helicopters with 4 times the payload and 4 times the range of the early types used briefly in World War II. And in spite of the problems involved in advancing the design and production of helicopters, and other modern types of aircraft, the American aviation industry has increased its production rate 5 times since the Korean emergency of June, 1950.



AS YOU CAN SEE by the above graph, even with war raging, it took 5 years from 1939 to reach peak production of 96,369 planes. In 1946 output was cut to less than 2% of peak, and America's productive capacity was allowed to deteriorate. No one advocates all-out production in peace, but it is apparent that if the nation is to meet emergencies such as occurred in 1941 and 1950, it must have a sustained airpower program.



SINCE 1942, well over 1000 helicopters have rolled from Sikorsky Aircraft division's big plant in Connecticut. In 10 years Sikorsky production has outweighed that of all other helicopter manufacturers combined. The big S-55 type pictured here is made for every U. S. military service, including the Coast Guard. Much larger, greatly-advanced twin-engined S-56 assault helicopters will soon be in production.



A LOAD CAPACITY of more than a ton has made big Sikorsky helicopters invaluable time-savers on construction projects where rugged terrain makes supply by truck impossible. The dependable S-55 pictured here served mountain construction crews on an Aluminum Company of Canada project in British Columbia. Industries in the United States, too, are using helicopters for a variety of jobs no other vehicles can do.



IN SIX YEARS the pioneering Los Angeles Airways, Inc., has flown Sikorsky helicopters more than 1,780,000 miles and carried over 22,800,000 pounds of mail in serving almost 50 southern California cities. Elsewhere, Sikorsky S-55's are now regularly carrying passengers. New York Airways operates a service connecting 3 metropolitan airports and Sabena Belgian Air Lines has opened international routes in Europe.

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Try Chef Boy-Ar-Dee Ravioli, Spaghetti Dinner, Sauce with
Meat, Sauce with Mushrooms, Sauce with Meat Balls, Spanish
Sauce, and Meat Balls with Gravy.



THIS WAS TROTTING IN THE GOOD OLD 1857 DAYS OF SPORTY, HIGH-WHEELED SULKIES AND ENDLESS DELAYS IN STARTING

THE GREAT TROTTING SCANDAL

Story of a multimillion-dollar racket unravels and some top political and labor bosses start to squirm

by ERNEST HAVEMANN

It all started at 4:10 p.m. on Aug. 28, in a more or less average six-story apartment building at 50 East 191st Street, New York City. A slender, graying man entered the lobby, walked across the tiled floor, got into the little self-service elevator and rode to the fifth floor. There he waited quietly near the door of apartment 5K. He did not look especially sinister, but he was a veteran burglar and gunman named "Snakes" Ryan and he carried a .45 caliber pistol.

Apartment 5K belonged to a young labor leader named Thomas Lewis, a burly but soft-spoken man of 35 with light, prematurely balding hair. At about 4:35 Tommy Lewis arrived at the corridor to his apartment. What Ryan said to him and vice versa, if anything, will never be known. Ryan fired seven shots from the .45 and five of them hit Lewis in the stomach, chest, back and hip. Reloading as he fled, Ryan ran down the stairs and practically into the arms of a policeman who had been attracted by the gunfire. There was a running gun battle for two blocks and the policeman won, forever ending any chance that Snakes Ryan might explain what took him to apartment 5K.

The police think that Ryan was a hired killer. But a professional gang-type rub-out does not ordinarily take place in broad daylight five floors up. A hired killer might be expected to pick a more discreet spot, such as a dark doorway at midnight. Some people in New York's underworld believe to this day that Snakes Ryan did not know or care what Tommy Lewis did for a living, did not know any of Lewis' friends or enemies but simply heard that Lewis was carrying a lot of money that day and went to his apartment bent on robbery. If so, this was a robbery-murder with unexpectedly far-reaching results, for it set off a chain reaction which for weeks has had most of New York State in an uproar known as the "Great Trotting Scandal."

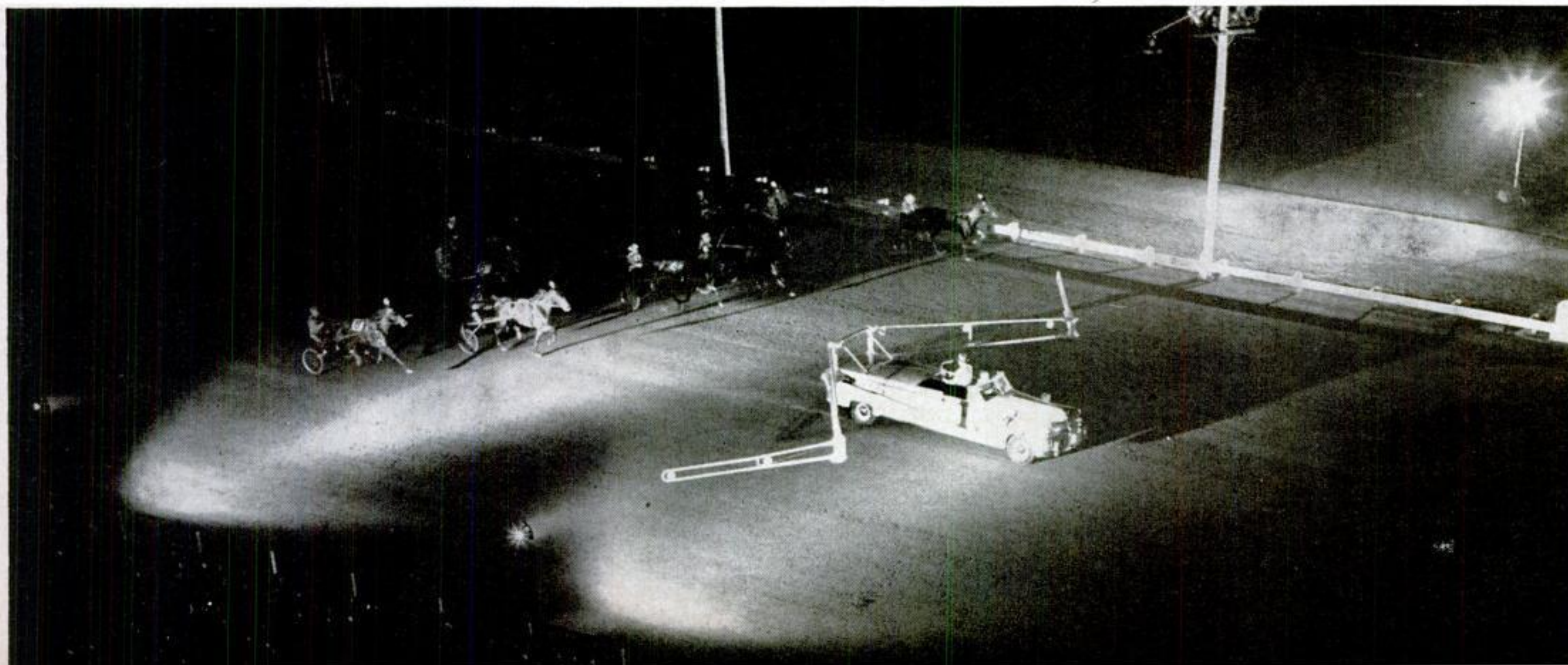
Mostly the great trotting scandal centers in and around New York City, since it is there that the newfangled night harness tracks, an innovation still only 13 years old, are a big business with 3½ million paid admissions and \$217 million in betting money a year. But the scandal has spread to other states as well; it was immediately established, for example, that the same people

who run New York City trotting also have investments in the Midwest. Twelve states now have harness racing with pari-mutuel betting; in some cases the state legislatures seem to have given the promoters a wonderful break in the matter of the betting cut. The big nighttime tracks are commercialized to an extent that would make an old country-fair patron's eyes bug. Gone are the days when races were run in three heats or more, with the same horses coming back again and again until the winner was established. Now there is only one heat to a race, because the promoters discovered that the public will bet more if it gets a fresh field in each race, as at the running tracks. Gone are the old ragged starts with the bell clanging to bring the field back to try, try again, sometimes for nearly an hour on end. Today the field gets off in a matter of seconds and in perfect alignment behind an automobile with folding wings.

Throughout the country harness racing now takes in about \$15 million in admissions and processes approximately \$439 million through the betting machines. Here is a rich source of profits and potential graft and

CONTINUED ON NEXT PAGE

MODERN TROTTERS RACE BY FLOODLIGHT, PULL TINY STREAMLINED SULKIES, START QUICKLY BEHIND AN INGENUOUS AUTO "GATE" WITH FOLDING WINGS





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MURDERED LABOR LEADER Tommy Lewis lies with five pistol slugs in body on floor of Bronx apartment hall.

TROTGING SCANDAL CONTINUED

racketeering. The heart of the trotting scandal is: Who gets what and why?

Looking for possible motives for the Lewis killing, the police and the newspapers found out a number of interesting things about trotting racing in New York. Lewis was supposed to be the head of a respectable A. F. of L. building service employees' local, but actually he was an old-fashioned labor racketeer. One of the devices he used to batten off his own members was a little company called Alcor Agency, Inc., which made \$160,000 by handling the union's welfare fund and added profits by selling insurance to members. Lewis' wife just happened to be a prominent partner in Alcor.

Three years ago, when a new harness track called Yonkers Raceway opened just north of the city, Tommy Lewis found the best racket of all. The raceway people, for reasons which will be made clear later, were a soft touch. They never complained, they never threatened to call in the police or spill what they knew to the prosecuting authorities. You could practically walk up to them in broad daylight, relieve them of their wallets, their watches, their rings and their shirts, and they would just tip their hats and smile. With hardly a murmur they gave Tommy Lewis a closed shop contract covering a thousand mutual clerks and miscellaneous employees. In return Lewis sent them quite a number of honest and capable workers. But he also sent them some thugs, ex-convicts and political hangers-on who could hardly make change for a nickel. On opening night a dim-witted clerk at the \$5 window kept selling his tickets for \$2, creating an unbelievable opportunity for smart bettors who happened to notice the oversight. Over the years the clerks cost the track some half million dollars that it would have profited on bets that never got made because the clerks were so slow. Yet none of the track officials ever said a word.

An awful lot of trouble to shoot

THE track did much more than just put up with the union. They paid a man named Joseph Pizzo \$65,000 for one year's work as a labor "trouble shooter"—and who should Pizzo be but Lewis' insurance partner, as well as a big Democratic politician who, for a time, helped Vincent Impellitteri in his successful campaign for New York mayor in 1950. The track also paid others for "trouble shooting"—in straight words, to avoid phony strikes—and its bill in the department has amounted to \$164,500 in its three-year history. Control of labor at the track was a nice little gold mine and well worth fighting over, and when a rival New York labor tough named John Acropolis tried to muscle-in last year he was promptly



DEAD MURDERER, a professional gunman, "Snakes" Ryan, lies on sidewalk after battle with policeman at left.

shot to death. One police theory is that Lewis died in a similar struggle for the spoils.

But Racketeer Lewis, Trouble Shooter Pizzo and would-be Muscled-In Acropolis are just a few of the minor characters in the trotting scandal. The real star of this story is an ingenious lawyer named George Morton Levy, whose achievements are disclosed on page 202. To appreciate their scope it is first necessary to travel 25 miles east of the New York City limits to a quiet, picturesque and pleasant little establishment called Roosevelt Raceway out on Long Island, in a suburb with the rustic name of Westbury on Old Country Road. Roosevelt Raceway was once part of Roosevelt Field, from which Lindbergh took off on his flight to Europe. Later it was converted into a half-mile harness track, where New Yorkers got their first glimpse at the trotters and pacers. The big city was slow to take to harness horses at first, but then the business suddenly mushroomed. This year the track had over two million admissions and about \$13 million gross income from tickets and the betting cut.

What Lewis did at Yonkers Raceway, another labor leader named William C. DeKoning has done at Roosevelt, only in spades. Bill DeKoning is a strong-arm boy from way back. He arrived on Long Island in 1930, sent in as a promising prospect by the notorious Joey Fay, a building trades union czar in prison since 1947 for conspiracy to extort \$368,000 from contractors on a state water supply project.

The young DeKoning of 1930 was a man to make his tough sponsor's stony heart turn warm. He arrived on Long Island at a time when the building unions were having a tough time getting contracts. A lot of builders were getting away with nonunion labor. The nonunion contractors abruptly suffered a change of luck. Their machines got a quick case of sand in the gear boxes or sugar in the gas tanks. Some of their people got sluggish on the way to or from work. Bill DeKoning is strictly a dese-dem-and-dose guy with a limited knowledge of rhetoric but he proved highly persuasive as a spokesman for union labor. His building trades unions gained rapidly in numbers, contracts and strength. Soon nobody dared build anything without a closed shop for DeKoning's men—except a few nonunion contractors whose work was mysteriously ignored by the labor boss.

Tommy Lewis, the labor boss at Yonkers, was tied up with the Democratic politicians who are in the saddle up there. Bill DeKoning at Roosevelt Raceway was tied up with the Republican politicians who run Nassau County. None of the county authorities ever saw fit to bother him, and his activities might have remained relatively unknown even today were it not for an enterprising Long Island newspaper called *Newsday*, whose publisher, Alicia Patterson, daughter of the late New York *Daily News* publisher, and managing editor, Alan

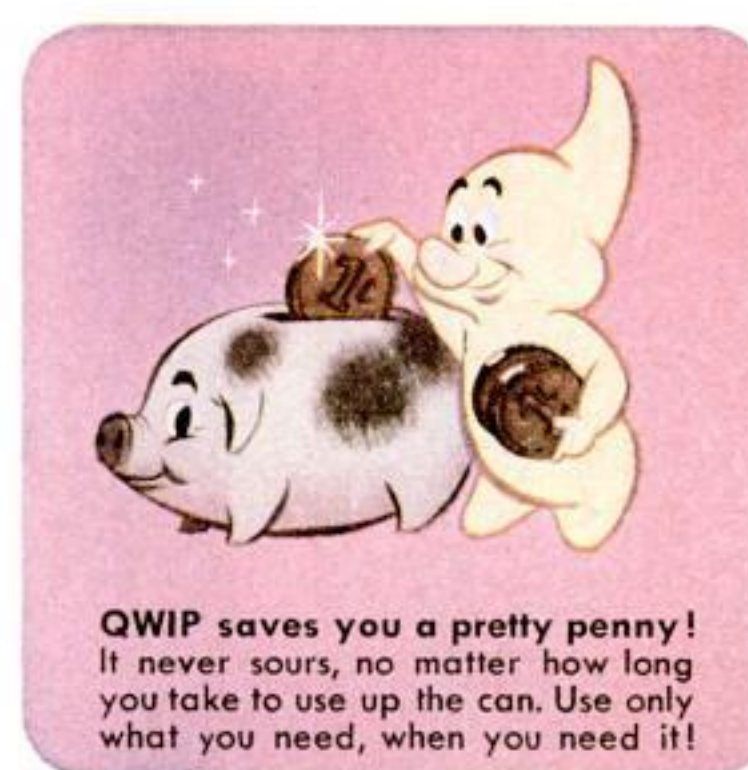
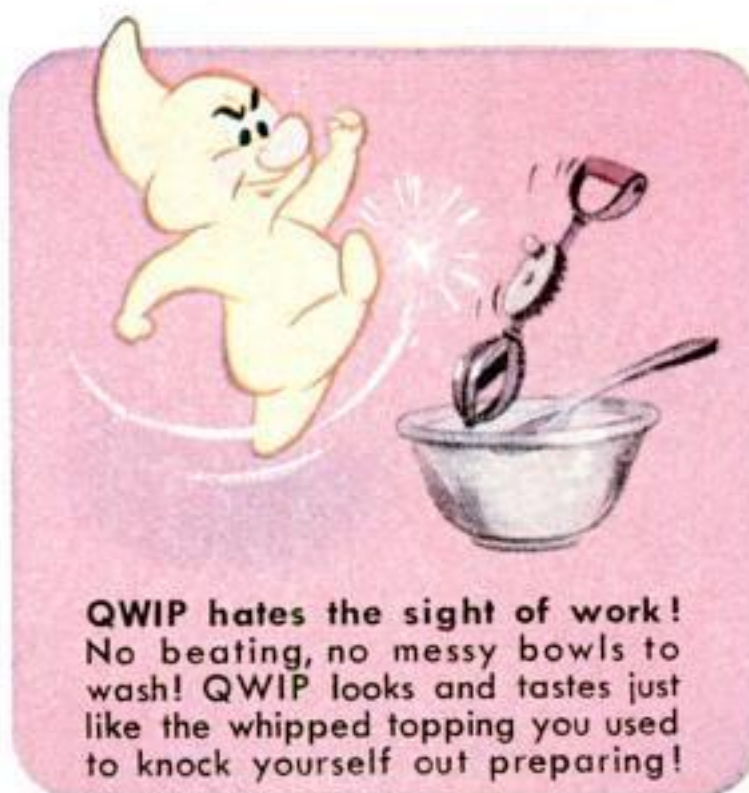
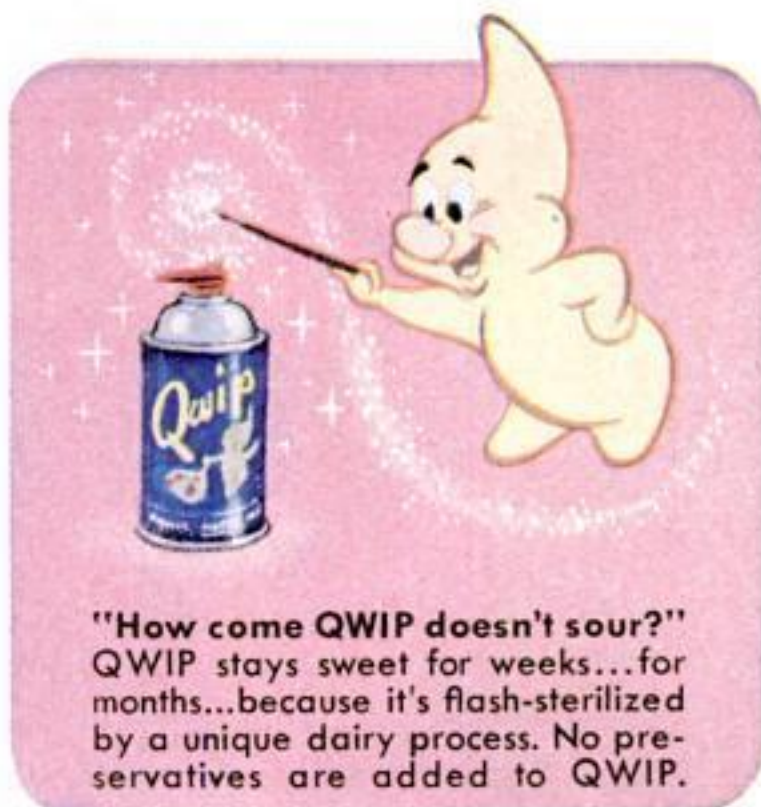
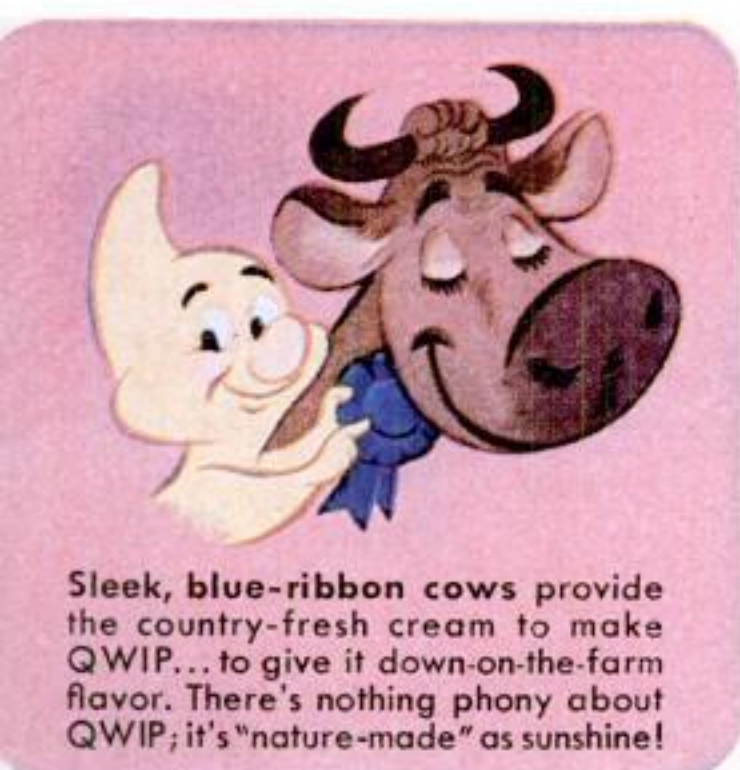
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THE SCINTILLATING STORY OF The cream that won't sour!

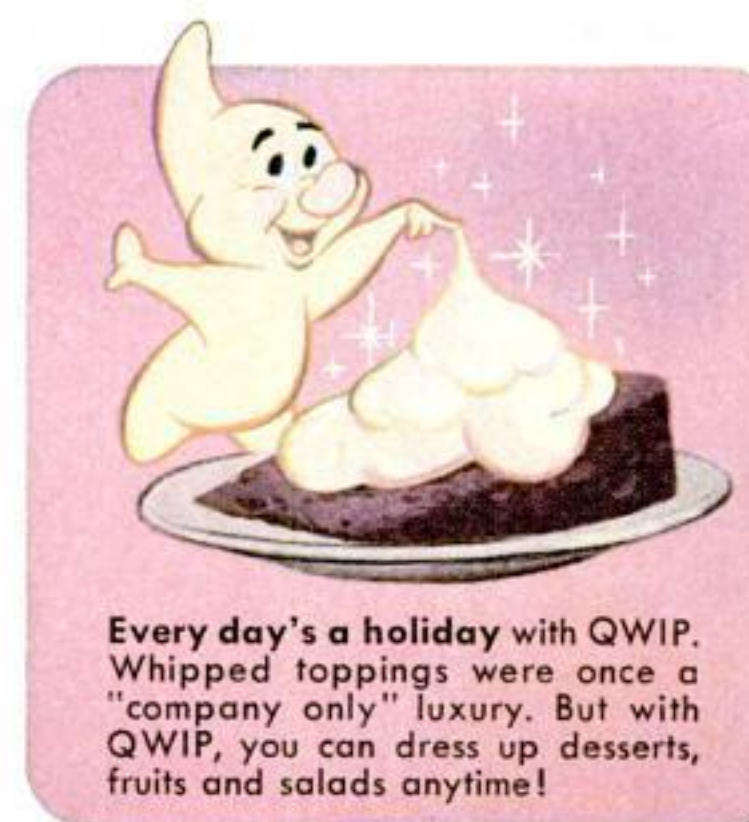
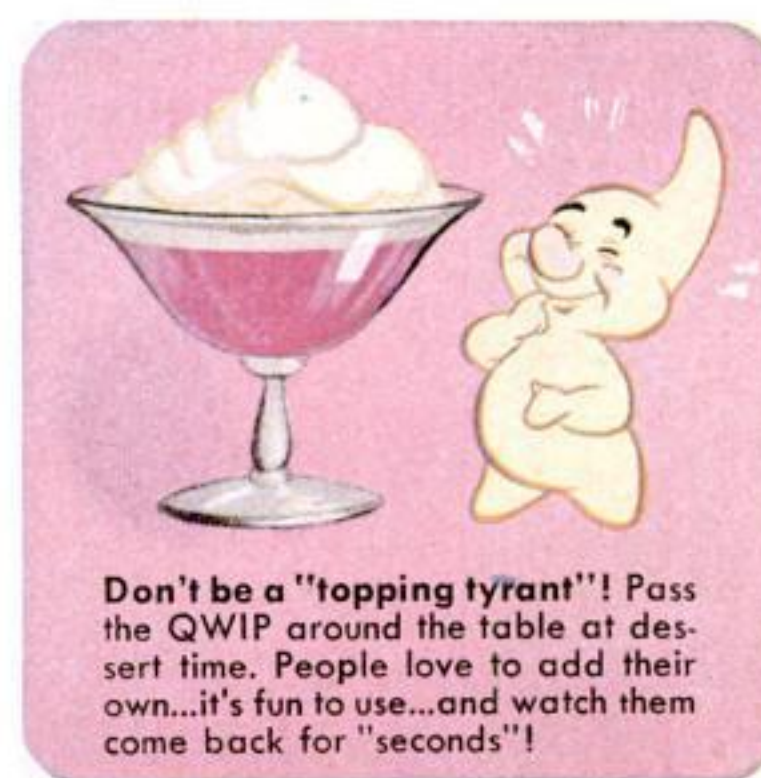


QWIP...made from real cream...never, never sours

no matter how long you take to use up the can!



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LABOR BOSSES whose names have entered the trotting scandal are Joe Fay (left, shown entering prison in 1947) and his Long Island lieutenant, Bill DeKoning, indicted last month for shakedowns of his track workers' unions.

TROTTING SCANDAL CONTINUED

Hathway, belong to the old-fashioned school of crusading journalism. *Newsday* has been wise to DeKoning for years. As far back as 1950 the paper published a deliberately insulting series of articles on the labor boss in the vain hope that DeKoning could be goaded into suing for libel and thereby questioned in open court. Some of the charges about DeKoning which have been made by *Newsday* over the years—and which have been receiving the belated attention of other newspapers and legal authorities in recent days—are as follows:

- ▶ Anybody who wanted to work at Roosevelt Raceway, as either mutuel clerk, policeman or maintenance man, had to have DeKoning's personal okay.
 - ▶ The only way to get DeKoning's okay was to join his "Mule Club," a so-called social organization which charged its members \$6 every week for a shindig at a bar and grill owned by DeKoning.
 - ▶ For other social events held at DeKoning's saloon, raceway employes had to sell tickets and program advertisements—or at least pretend to make a sale and cough up the money themselves. No money, no job.
 - ▶ The annual profits of DeKoning's saloon, with its big captive clientele of union members, were about \$70,000 a year.
 - ▶ He owned raceway stock, bought for little or nothing, which paid over \$10,000 a year in dividends.
 - ▶ He also had a unique arrangement whereby he was paid a cut of profits from the food and drink concessions at the track, giving him perhaps another \$20,000 or so a year.
 - ▶ All in all DeKoning has made at least \$100,000 a year from his various rackets connected with the race track, plus whatever he has been collecting from contractors on building jobs.
- Since the publicity touched off by the Lewis murder, Bill DeKoning has been indicted by a Nassau County grand jury for shaking down his union members, and his financial records are in the hands of U.S. Treasury people. With Tommy Lewis dead and DeKoning under indictment, this has been a rough year for the labor racketeers of New York harness racing.

Tough times in the front office

THIS has also, as a result, been a rough year for many people on the managerial end of harness racing. A full-scale investigation has begun in New York. In Illinois, where it has been shown that one track was run by an ex-convict and that state legislators bought stock for 10¢ a share (for which they got a prompt dividend of \$1.75 per share), the harness racing commission is in a turmoil. In Michigan it has been shown not only that New York money went into the Wolverine track, but that the same kind of racketeering struggle has been waged for control of the track labor unions. In Maryland it turns out that numerous politicians got in on the ground floor when harness betting was legalized in 1947. In Massachusetts 15% of one corporation stock at the Foxboro track was set aside for a mysterious figure, presumably a high politician.

CONTINUED ON NEXT PAGE



Till you come home, he's lonesome

He watches for you on the walk, listens for your step in the hall. He's there at the door when you come in, dancing around you as you shed your coat, saying with every wag of his tail, "Hello, boss, glad you're home."



Somewhat the darkest days grow a little brighter when your dog welcomes you home. Surely his wholehearted affection deserves the simple, thoughtful care it takes to keep him well and happy.

Now, during the cold winter weather, you'll want to be sure your pet doesn't catch a cold. Colds are usually not important in themselves, but, just as with humans, colds lower a dog's resistance to more serious illnesses.

The important thing is to keep your dog from getting wet and chilled. When you take him outside in wet weather, keep a couple of old bath towels handy to dry him off when you return. And be sure his bed is in a spot free from drafts, and elevated an inch or two off the floor.

In cold, wet weather the best way to keep your dog clean is with Sergeant's SKIP-BATH. It's quick and easy, and greatly reduces the danger of chills and colds. Just sprinkle Skip-Bath on a sponge, rub him over lightly. You'll hardly have to towel him dry. Skip-Bath leaves your dog's coat piney-fresh and parasite-free up to a whole week.

If your pet is still a puppy (six months old or less) or a very old dog,

use Sergeant's DRY CLEANER. It's a cleaner in powder form, perfectly safe for dog or cat. Easy to use—dust on, rub in, brush out—and there's no risk of a chill or a cold.

Perhaps your doctor has recommended that you and your family take vitamins to strengthen your resistance to colds. Your dog deserves the same protection. It's easy and inexpensive with Sergeant's VITAPETS. One Vitapet capsule a day (two for very large dogs) will provide a correct proportion of vitamins A, B, D and G needed to help keep your pet in the pink of condition.




Dog owners everywhere have relied on Sergeant's products for 78 years; found them safe, sure and easy to use. There's one for nearly every need, each approved by leading veterinarians. You'll find Skip-Bath, Dry Cleaner, Vitapets and the many other fine Sergeant's dog care products at your favorite drug or pet counter.

Nothing is more rewarding than the simple care and attention you give a loyal, lovable pet. To help you, the colorful Sergeant's Dog Book gives authoritative advice on care, feeding, and training. Your copy is free for the asking. Just write to: **SERGEANT'S®**, Richmond 20, Va.

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Tells all in a single glance! Even winds itself with the slightest movement of your wrist. Men who demand the best in performance and design choose time-honored MOVADO. 17 jewel movements

	(left) Calendomatic	(center) Calendolux	(right) Calendoplan
Stainless steel	\$120.	\$110.	\$ 95.
St. steel and 14K gold	150.	140.	130.
14K gold	255.	245.	235.

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fresh from
9 to 5
plus...**

**when a good
laundry does them!**

● Even the ladies will agree—laundries do a better job of finishing shirts than is possible at home. Shirts come back looking like new, with a fresh “professional” look about them that gives a lift to a man’s spirits, as well as his appearance.

And when your laundry uses Huron’s Velvet Rainbow Starch, as so many leading laundries do, you can count on your shirt looking and feeling good from 9 A.M. to 5 P.M. Velvet Rainbow gives shirts fine, full body, yet provides the extra pliability that keeps them comfortable and fresh-looking all day long. Sold only to professional laundries, Velvet Rainbow is not available retail. The Huron Milling Co., 9 Park Place, New York 7, N. Y.

**SHIRTS STAY BETTER LOOKING LONGER
WHEN A LAUNDRY DOES THEM**



“MR. BIG” OF TROTTING is George Levy, shown here as he was grilled by the Kefauver committee on his \$60,000 payments to gangster Frank Costello.

TROTTING SCANDAL CONTINUED

In Delaware everybody is wondering why the legislature should have given 15% of the mutuel cut to the harness race promoters when the running races get only 3%. In Ohio there seems to be a close tie-up between the tracks and two labor leaders. The heat is on everywhere.

The “Mr. Big” of harness racing is no country-fair rustic, no oldtime lover and breeder of horses, but a sharp big-city lawyer named George Morton Levy. It was obvious when Levy tried his first case, way back in 1917, that he was going places. In his subsequent 36 years of practice he has been practically everywhere and he is still going. On one side of the street, he has been president of the Nassau County Bar Association and an acquaintance of J. Russell Sprague, the Republican leader of Nassau County and intimate political aide to Governor Thomas Dewey. On the other side of the street, Levy has been attorney for Dope King “Lucky” Luciano and a friend and golfing companion of Gang King Frank Costello and Bookie King Frank Erickson.

Levy was married for the fourth time in 1947 to a beautiful blonde some 30 years his junior. They have one young child. Levy has always liked to bet and has always had a certain kind of intuitive feeling for the appurtenances of a gambling shop. Many years ago night dog races were run out on Long Island. These are illegal but the promoters figured that they could get around the state law by selling at the \$2 window not a mere mutuel ticket but a little printed option to buy the No. 1 or the No. 2 or the No. 3 dog. This was a very ingenious but strictly cynical scheme and who should turn up to argue it, from lower court to highest, but George Morton Levy. He eventually lost the case and the dog tracks shut down, but in the meantime he had enjoyed the heady feeling of being on the one end of a gambling operation which must always make money, namely the house.

It's better at night

SOMETIME late in the 1930s George Levy happened to go to a harness meet in Ohio. To an old patron of the running races, the trotters and pacers pulling their sulkies seemed slow and ungainly. Yet once you got used to them they had a certain beauty which could be emphasized by racing out under the stars in the exciting glow of floodlights. From his dog track experience, Levy knew there was a great untapped source of gambling money in the wallets of people who could get out at night after the day’s work was done, but could never make it to the running tracks in daytime. And like the great impresario that he is, he saw that harness racing had much more beauty, spectacle and drama than the greyhounds could ever supply.

George Levy had a sudden dream. Since he knew some big-time Republicans with influence at the state capital—and some influential Democrats as well—he was in an ideal position to do something about it. At any rate, when New York decided to legalize race tracks and pari-mutuel betting, harness racing somehow slipped into the law. The harness tracks were permitted to keep 10% of the mutuel handle, though the running tracks got only 4%.

CONTINUED ON PAGE 205



New, Smooth, Delicious

Glamorous Pumpkin Pies

made with
Evaporated
Milk

"Real" Pumpkin Pie—finest you ever tasted

"New" Pumpkin Pie—with ginger snap crumb crust

Golden Pumpkin Pie

$\frac{1}{3}$ cup boiling water
 $\frac{1}{2}$ teaspoon salt
 $1\frac{1}{4}$ teaspoons cinnamon
1 teaspoon ginger
 $\frac{1}{8}$ teaspoon cloves
Dash of nutmeg
2 eggs, beaten
1 cup light brown sugar
 $1\frac{1}{2}$ cups canned pumpkin (solid pack)
1 tall can ($1\frac{2}{3}$ cups) Evaporated Milk
1 package pie crust mix, or your own favorite pie crust recipe

Blend boiling water, salt, spices together. Combine this mixture with beaten eggs, brown sugar, pumpkin, evaporated milk. Mix well. Pour into unbaked pie shell. Bake at 375° F. for 55 minutes. Makes one 9-inch pie.

Whipped Orange Topping: Chill $\frac{1}{2}$ cup evaporated milk in a clean, dry ice cube tray until ice crystals have formed around the edges. Empty into a small

bowl which has been chilled. Add 1 tablespoon lemon juice. Whip rapidly with a rotary beater until milk will hold a stiff peak. Add $\frac{1}{2}$ cup sifted confectioner's sugar about half at a time, whipping just to blend after each addition. Whip in $\frac{1}{2}$ teaspoon grated orange rind with the last sugar. Chill until ready to serve. This topping holds up well for about 45 minutes to one hour.

Orange Pumpkin Chiffon Pie

1 envelope Knox Unflavored Gelatine
 $\frac{1}{4}$ cup cold water
3 eggs, separated
1 cup sugar
 $1\frac{1}{4}$ cups canned pumpkin (solid pack)
 $\frac{3}{4}$ cup Evaporated Milk
2 tablespoons orange juice
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ teaspoon ginger
 $\frac{1}{2}$ teaspoon cinnamon
 $\frac{1}{2}$ teaspoon nutmeg
 $2\frac{1}{2}$ tablespoons grated orange rind

Soak the gelatine in the cold water for five minutes. Combine the egg yolks, $\frac{1}{2}$ cup sugar, pumpkin, Evaporated Milk, orange juice, salt, spices, and orange rind. Beat until well blended. Cook over boiling water about six minutes or until thickened. Stir constantly. Remove from heat, add gelatine and stir until dissolved. Cool until mixture starts to congeal. Beat egg whites until stiff. Add remaining $\frac{1}{2}$ cup of sugar, gradually. Fold into the pumpkin mixture until filling is all the same color. Pour into chilled Ginger Snap crumb crust. Chill for $2\frac{1}{2}$ to 3 hours. Serve just as it is or with any desired topping.

Ginger Snap Crumb Crust: Combine $1\frac{1}{2}$ cups finely crushed Nabisco Old Fashion Ginger Snaps and $\frac{1}{3}$ cup melted butter. Mix until well blended. Pat into one 9-inch pie plate. Chill before adding filling.

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Modern chair in textured hobnail fabric—choice of colors. \$69⁵⁰



Smart club chair in small pattern frieze—choice of colors. \$79⁵⁰



Stylish lounge chair in nylon frieze, Super Cushionized with foam rubber—choice of colors. \$129⁵⁰

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Make the whole family happy!

This Christmas make everyone happy by giving the gift that everyone in the house can enjoy—a wonderfully comfortable new Kroehler lounge chair. So luxurious—yet so practical is this gift for good living! Long after Christmas and for years to come, you'll still be enjoying the gracious comfort of a beautiful Kroehler Cushionized* lounge chair!

Select yours now for Christmas giving! Easy payment terms are offered by most Kroehler Dealers.

this luxurious lounge chair in mohair frieze as shown, in your choice of colors, \$99⁵⁰ only

matching ottoman . . . \$25⁰⁰

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*Reg. U. S. Pat. Off.



USADING PUBLISHER Alicia Patterson of *Newsday* and Editor Alan R. Brinkley have fought Long Island race track and labor racketeers since 1950.

NOTTING SCANDAL CONTINUED

Levy got together \$100,000, mostly from wealthy Long Islanders willing to take a little flyer, and prepared to open for business at Roosevelt in the late summer of 1940. At this point it took an act of providence to save his raceway from coming a cropper before the first race was even run—for the rustics who owned and drove the nation's harness horses were suspicious of this big-city venture and stayed away in droves. There were only 22 horses at the track the day it was supposed to open, less than 1/10th the number needed for a race meet—and there could have been no racing that night no matter how many customers turned up. Fortunately for Levy it began to rain in the afternoon, a perfect excuse for postponing the card. Moreover it kept raining off and on and the track layed muddy for a week. By that time Levy, after a frantic search and down the eastern seaboard, had managed to round up 300 horses. Given this break the meet went off as scheduled and was an elegant success—except that nobody came. Far from a profit, the books at the end of the year showed that the original \$100,000 investment was just about gone.

Levy raised some more money, staggered through the 1941 season and nearly went broke again in 1942 when the wartime blackout on Long Island forced him to race by twilight rather than after dark. In 1943 he made a small profit. After that the heavens opened and the cash started pouring down. By 1946 nightly attendance had shot up to nearly 10,000, and the average mutuel handle to nearly half a million dollars. Night harness racing had become New York's fastest growing sport and now everyone wanted to get into the act.

Is everybody happy?

JUST about everybody with enough influence did. Levy's racing dates were at the tender mercies of the State Harness Racing Commission, which is naturally composed of worthy politicians. His big slice of the mutuels was at the mercy of the state legislature. Moreover, there was always the chance that somebody might open another track closer to town. Indeed a rival group of promoters was trying to do just that at the site of what is now Yonkers Raceway.

But Levy managed to keep everybody happy. The State Harness Commission, in a document remarkable for its glowing self-righteousness, decided that racing at Yonkers would be a crime and anomination and got the legislature to so decree. Then Levy and his friends managed to get control of Yonkers and the Harness Racing Commission suddenly decided—in a ruling of highly dubious legality as well as outright 180-degree inconsistency—that racing at Yonkers would be just dandy. Today there are four corporations involved in harness racing around New York City and it would take an accounting firm several months to figure out the interlocking relationships between them. It is obvious, however, that in one way or another George Levy and friends are in charge of everything.

CONTINUED ON NEXT PAGE

THE MOST WANTED DOLL IN THE WORLD

SAUCY WALKER

There's no gift more wonderful for a little girl. She walks . . . turns her head with every step . . . sits . . . stands . . . cries . . . sleeps, and the 22-inch size rolls her eyes, too. Years of play won't hurt this beautiful, lifelike doll because she's made from super-tough Hercules acetate—a nonshattering plastic, so strong that it's used for tool handles. Ideal Toy Corporation's Saucy Walker is available at better doll departments. She costs but \$9.95, 17 inches high. Her 22-inch sister is only \$15.95.

You get the most for your money in serviceability when products are made with Hercules super-tough acetate plastic . . . toys, housewares, fashion accessories, tools, industrial equipment. Manufacturers and molders can get detailed information by writing Hercules Powder Company.

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WARM, INNER GLOW
THAT'S YOURS
WITH
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SIMULATED PEARLS

GOLDEN FLUTED BEAD-AND-PEARL CHOKER \$4; BRACELET \$3; EARRINGS \$2, PLUS FED. TAX
AT FINE STORES EVERYWHERE



BLUE BELL WRANGLER jeans, jackets, shirts have that real Western cut—and they're ready for rough and tumble wear. That's why five of the last six all-around world rodeo champs* wear them!

Wranglers fit—they're Sanforized to keep on fitting. Jeans have handy zipper closure that won't warp or buckle. Heavy 11-oz. denim. Just try to wear them out! Jeans for men, \$3.69; youths, \$3.49; boys, \$2.79. Men's jackets, \$4.29; shirts, \$4.29. Misses' jeans (8 oz.), \$2.98; girls', \$2.79. A money-back guarantee! **Blue Bell, Inc., Greensboro, N. C.,** World's Largest Producer of Work Clothes.

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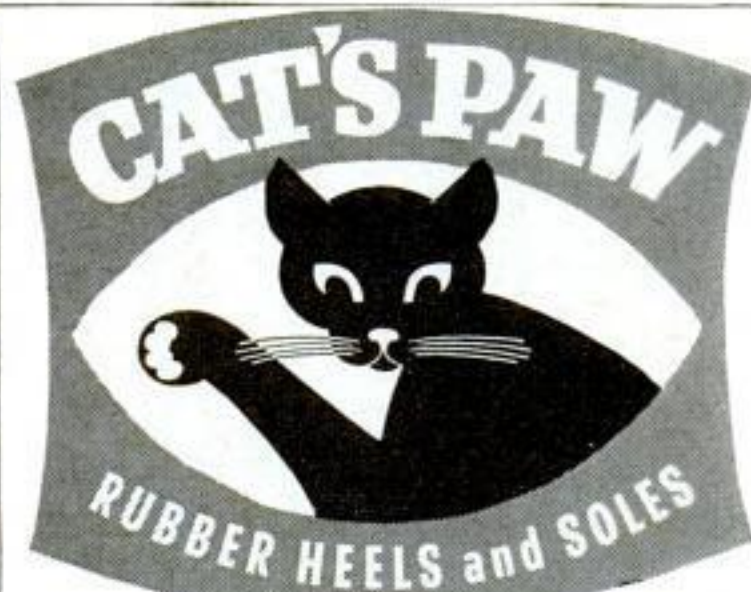
Doctors, practicing hygiene daily, use clean cotton towels, uniforms, and sheets from Linen Suppliers

Your doctor knows that cleanliness is essential in safeguarding your health. That's why doctors use *scientifically laundered* cotton towels, uniforms, and linens.

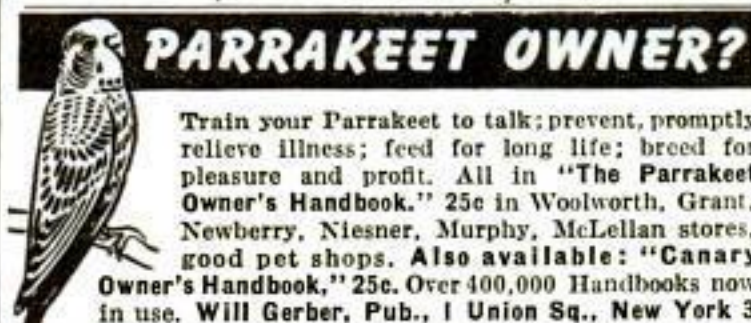
In offices, restaurants, stores, industrial plants—wherever the day's business and pleasure take you—the comforts of home can be yours with spotlessly clean cotton towels, uniforms, linens.

Learn from your nearby linen supplier how little it costs to give your customers, your employees, and yourself the luxury and satisfaction of linen and towel service—in any quantity—as you need it.

Linen Supply Service is listed in your classified telephone directory under LINEN SUPPLY or TOWEL SUPPLY.



at all fine shoe repairers!



TROTTING SCANDAL CONTINUED

Among the friends is Labor Boss Bill DeKoning, with stock of various kinds worth around \$160,000. Political Boss Sprague once owned stock in the Roosevelt operation but sold out because he decided—almost coincidentally with the publication of his stock holdings in *Newsday*—that his connection with the race track might be construed as incompatible with his work as a Nassau County official. His regret at selling the stock was presumably tempered by a nice profit on the transaction, and today he owns a \$500,000 interest in the Yonkers operation—in a different count—for which he put up, so far as available records indicate, only \$24,000 of his own money.

A state legislator who drew up the original pari-mutuel bill owns \$125,000 in Yonkers stock and in addition turns quite a penny writing insurance for the Roosevelt Raceway. One former assistant district attorney in Nassau County owns about \$33,000 in various types of Raceway stock, another owns about \$300,000. Relatives of the men who were leaders of the state legislature in 1949, the year Levy's rivals were frozen out of Yonkers, have also done quite well. The son-in-law of onetime Republican Senate Leader Benjamin Feinberg, after putting up only \$2,000 of his own money, now has stock worth \$150,000, on which he collects \$16,000 a year in dividends. The daughter of the late Democratic Minority Assembly Leader Irwin Steingut invested \$2,750, which has now miraculously pyramided itself to about \$250,000 paying \$24,000 a year in dividends.

A few nonpolitical friends of George Morton Levy also manage to latch onto some of the profits. Some readers may recall Levy's testimony at the famous televised hearing of the Kefauver Committee in 1951. He explained then that he paid Gangster Frank Costello \$60,000 in four years to "keep the bookmakers out" of Roosevelt Raceway. This was a mysterious transaction indeed, for the fact is that no important bookmaker would then or now touch a harness bet with a 10-foot pole. (Bookies, being smarter than other people, just don't trust the harness races.) It also develops that the wife of an old gangster friend of Costello's, name Nicholas Ratteni, owns about \$179,000 worth of stock in the Roosevelt operation—which the Roosevelt people are now desperately trying to buy back.

'Doc' and the silent partners

LEVY also maneuvered some of his friends into the profits of the sale of the nightly raceway programs, which contain a few pennies worth of paper and ink and sell for 25¢. He gave the program concession to a man named "Doc" Robins, an ex-drugstore owner who knew how to keep the past performance records that go into the program. But according to Robins' testimony before an investigating group, Levy made poor "Doc" take on four silent partners who have to date split \$315,086 in almost completely unearned profits. "Doc," a pretty sharp cookie himself, then apparently, according to the testimony, found a way to cut himself and others in for 10% of the printing bill. (The double and triple crosses are quite common in the tangled history of New York harness racing.) There seems to have been so much money pouring in that the various promoters admired rather than resented new way thought up by their associates for latching onto some of the loot.

Which brings us to the source of the profits for Levy and Costello the fans who have succumbed to the harness racing habit. Their patience is endless, their hope inexhaustible, their pay check thoroughly at the whim of the queer-gaited horses and the sometimes queer guidance they get from their drivers. From April 1 to Nov. 14, with no time off to catch his breath—or contact a new loan company, a harness fan is beckoned to by either Roosevelt Raceway or Yonkers, where the horses currently are. He spends \$1.50 to get in (\$3 if he wants to sit in the clubhouse) and \$1.50 more for a reserved seat. He buys a program for 25¢ and if he wants to have all the tipsters' advice buys the Green Sheet for a half dollar, the Orange Card for a quarter, the scratch sheet for 35¢ and the Top Trotter for 50¢. No matter whose advice he takes or whether he bets on favorites or drivers or post positions or hunches, he usually loses.

At the annual Grand Circuit trotting meet at Lexington, Ky., where the horses race on a mile track and the drivers want desperately to win every race for its prestige and money value, harness racing runs very much according to form. This year 57% of the favorites won and many of the others lost only by a nose or head. In California, where the meets are more routine—but again over a mile track and under careful surveillance including a series of cameras which make motion pictures that can be studied in leisure for signs of skulduggery—about 41% of the favorites win.

CONTINUED ON PAGE 2

"My eyes were opened—

when I learned the RIGHT electric shaver gives Close shaves!"

"An electric shaver give me a *close* shave? I doubted it! Then my wife made me a present of a Schick '20' and I thought—might as well try it! The first time I flipped the switch and touched it to my cheek, I couldn't believe my eyes! In no time at all there wasn't a trace of a whisker. My first try gave me an easy, *close* shave! Now I know it just takes the *right* electric shaver to give you close shaves. It takes the Schick '20'!"

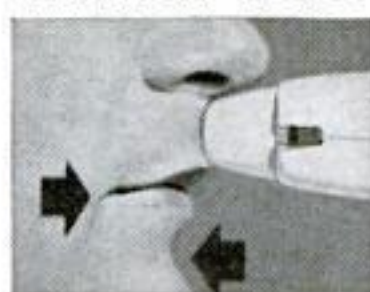
Who else but Schick, the inventors of electric shaving, could bring you the "20"—the only shaver with all 3 of the features you need for close shaves!

THE RIGHT EDGES



Bevelled Comb Edges. Just like a comb, they lift up the whiskers, lead them in for a close shave.

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Face-Fitted. Not bulky, but scientifically sized to get in anywhere, get every whisker.

SELF-SHARPENING



Sharpens As You Shave. Doesn't get dull, assures close shaves always.

Skeptics Invited

SCHICK 10-DAY, NO-RISK HOME TRIAL

Just go to your dealer—or any Schick Electric Shaver Shop—and say, "I want to try a Schick '20' for 10 days." Then shave with the "20" at home and make up your own mind. You must agree it gives the easiest, closest shaves ever—or return the shaver to your dealer within those 10 days and get back every cent! *You* are the only judge—and your verdict must be—"wonderful!"

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Enjoy America's Party Drink!

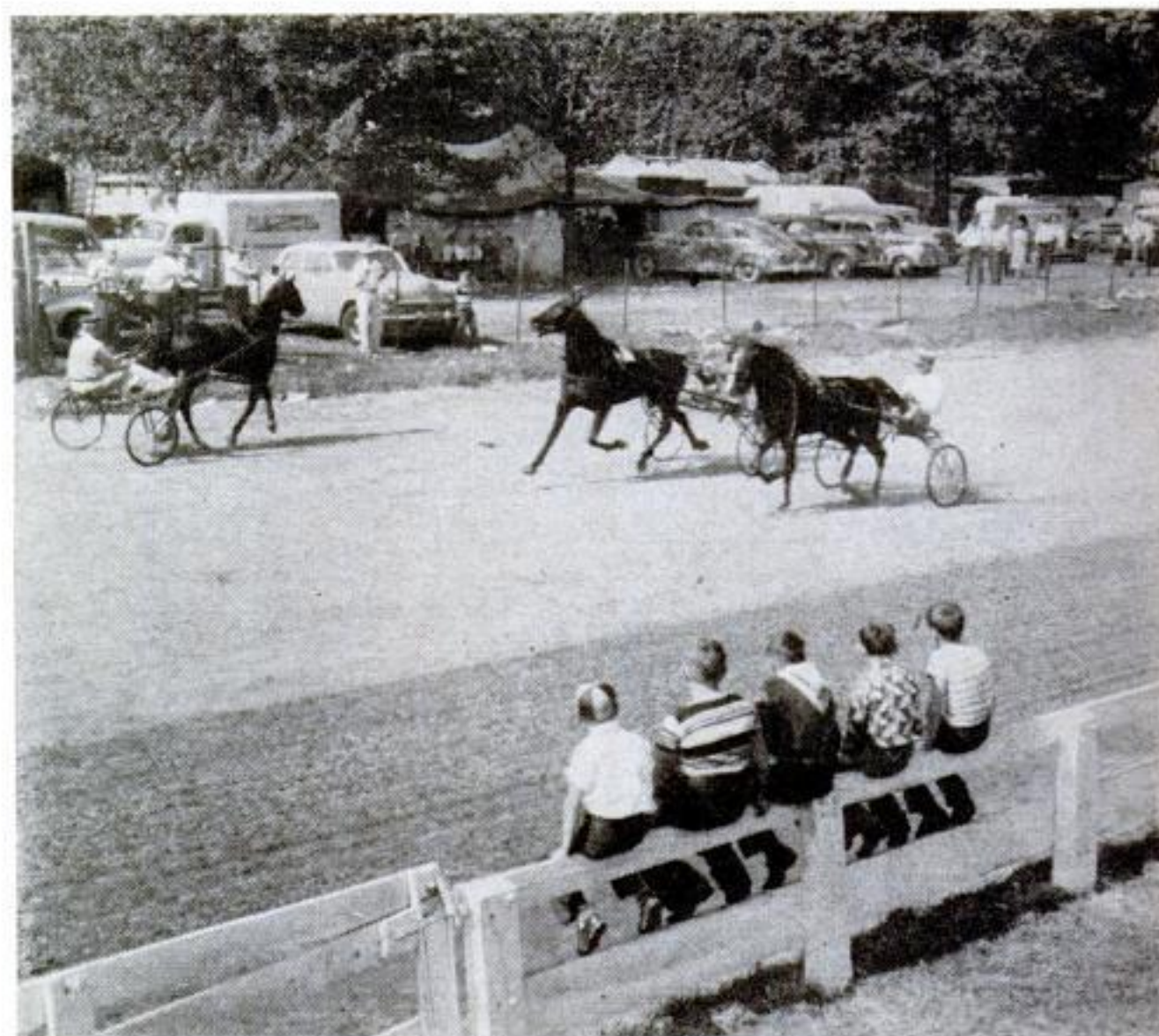
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Fine flavors for everyone!
Finest sparkling refreshment
money can buy!*

PAR-T-PAK full-flavor BEVERAGES

BY THE MAKERS OF ROYAL CROWN COLA AND NEHI BEVERAGES



COUNTY FAIR RACING still follows old informal pattern. These horses are "scoring" (practicing start) before a heat at Coshocton, Ohio fairgrounds.

TROTTING SCANDAL CONTINUED

At the New York City tracks the figure runs somewhere between 30% to 35%.

Not even the experts are very good at picking the horses at the New York tracks. The luckiest of the newspaper handicappers at Roosevelt this year was John Santoro of the *World-Telegram and Sun*; but had he bet \$2 to win on each of his 912 selections he would have lost \$132.10. Anybody who followed the Green Sheet would have lost \$94.40 and the Orange Card \$237.80—in each case plus the quarters and half dollars paid out to get the bad advice.

One reason it is hard to pick a winner is the half-mile track itself, which is cheaper to light and operate but devastating to whatever actual sport still remains in harness racing. When eight horses try to race top speed around four sharp turns, pulling sulkyies four feet wide, almost anything can happen. One driver now in California has said flatly, "You can't have a high-class race on a half-mile track." Another driver has said, "Those half-mile tracks are murder. If you try to lie back and wait to make your move, you're liable to get boxed in. If you go out in front and try to lead all the way, you've got to outspurt the other horses around four turns and you're liable to wear your animal out before you even get to the stretch." To put it another way, in the words of a driver currently at Yonkers, "These races are 95% luck."

There is also the question of how honest the races are. It is almost ridiculously easy to keep a harness horse from winning. Any skillful driver can throw a 3-to-5 favorite into a "break," that is, get him off the trotting or pacing stride in which he is supposed to race and thus eliminate him completely. Not even the most expert observer can be sure when a horse is being "pulled" or held back a little. Chances for collusion between drivers are also endless, especially on the sharp turns of the half-mile tracks. There have been races at Roosevelt in which a horse took the lead and then on the final turn pulled out from the rail to let the horse just behind get through, afterward returning to the rail to block off the others.

In the old county fair days, a lot of harness racing almost had to be crooked. The purses were often too small for the owners and drivers to make a living and they could only make a real profit by winning bets from the local yokels. One New York track owner has conceded that "In those days most of the drivers were nothing more than carnival hustlers." There are still some extremely suspicious events at the New York tracks, even though the purses are so big today that a successful owner-trainer-driver can make himself well over \$100,000 a year legitimately. Some of the more realistic Yonkers officials are said to admit privately that they consider one driver at the meet to be an out-and-out crook and are trying their best to catch him in a provable indiscretion which will enable them to blow the whistle. A less realistic official, George Morton Levy himself, whose romanticism for harness racing knows no bounds, once got up to speak at a luncheon

CONTINUED ON PAGE 21

RUGGED ROYAL PORTABLE ROLLS UP 96 YEARS OF TYPING

Stock Model Still Beating Out 100 Words Per Minute!

On June 16 at the United States Testing Company laboratory in Hoboken, N. J., a stock model Royal Portable started out on its remarkable test of endurance.

Day in, day out, the stock model was actuated by a typing robot at 100 words per minute.

By August 19th, it had written six times the number of words in the complete works of Abraham Lincoln, nearly seven times the number of words in the complete works of William Shakespeare.

If you wrote a 400-word letter a day, every day in the week, it would take you 1 year to do this amount of typing. But the test went on!

By September 23rd, more than a month later, the stock model had ticked off

more than 9 million words, or 22 more years of typing. And as of the latest cut-off date, October 14, it has more than doubled the original "41-Year Test."*

Has any other portable typewriter ever gone through such an all-out, here-are-the-facts, nothing-to-hide test?

Has any other portable dared back up a claim of durability with facts established by an independent research organization?

Royal has said it before and says it now . . . *again*: "Figure it any way you like, here is the typewriter of a lifetime for a lifetime."

Figure it anyway you like—here is the typewriter for you. \$9.95† down, 18 months to pay. Liberal trade-ins. See your Royal Portable dealer.

*Test Number E-6998, Oct. 14, 1953

†Plus applicable taxes.



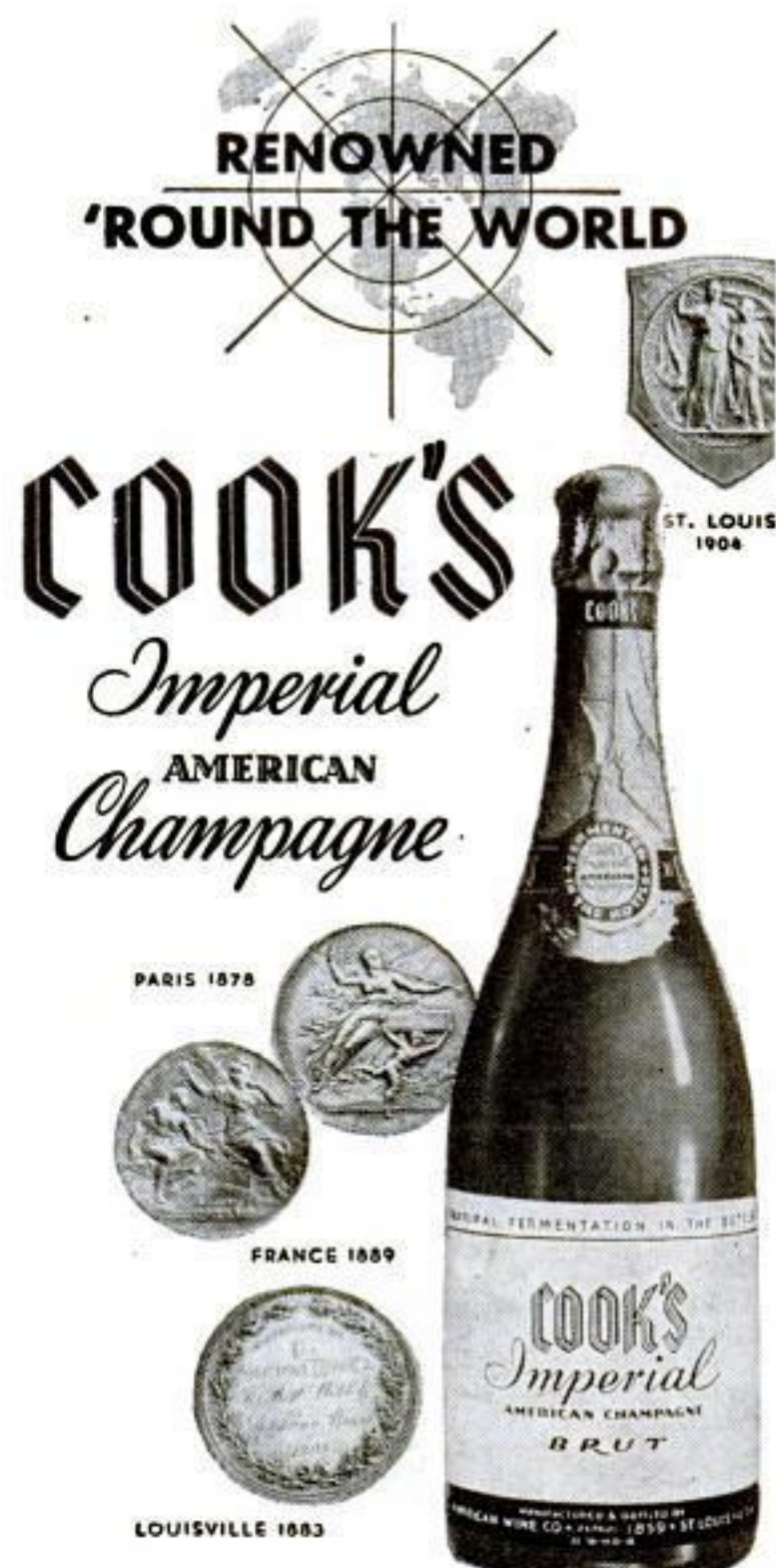
**Does more for you . . . does it better
because of these 9 amazing features!**

Speed Selector • New Speed Spacer • Push Button Top •
Visible Tab Set • New Color Combinations • New Carriage
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Carrying Case • plus Royal's famous "Magic" Margin.

"Magic" and "Touch Control" are trade-marks of Royal Typewriter Company, Inc.

Try the new rugged **ROYAL**® portable
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RENOWNED
'ROUND THE WORLD



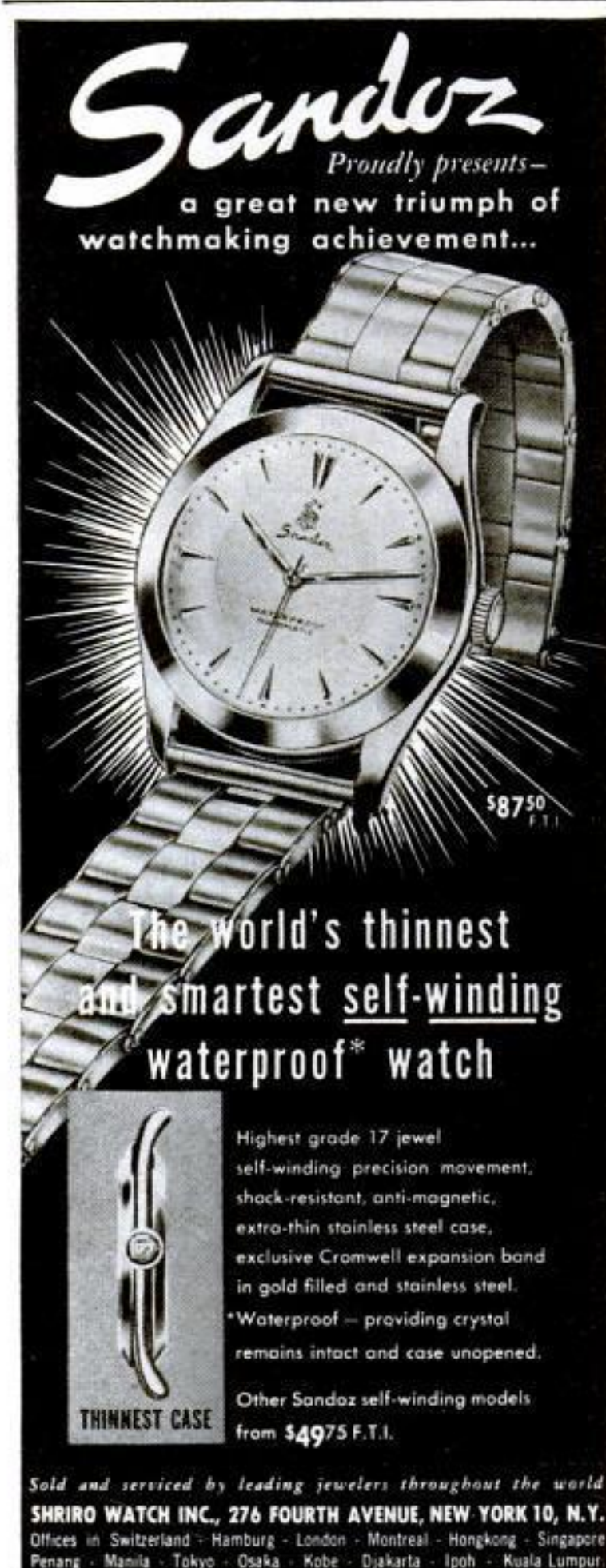
COOK'S
Imperial
AMERICAN
Champagne

PARIS 1878
FRANCE 1889
LOUISVILLE 1893
ST. LOUIS 1904

America's traditional
toast for over 100 years
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.

Sandoz
Proudly presents—
a great new triumph of
watchmaking achievement...



The world's thinnest
and smartest self-winding
waterproof* watch

Highest grade 17 jewel
self-winding precision movement,
shock-resistant, anti-magnetic,
extra-thin stainless steel case,
exclusive Cromwell expansion band
in gold filled and stainless steel.
*Waterproof — providing crystal
remains intact and case unopened.
Other Sandoz self-winding models
from \$4975 F.T.I.

THINNEST CASE

Sold and serviced by leading jewelers throughout the world
SHIRO WATCH INC., 276 FOURTH AVENUE, NEW YORK 10, N.Y.
Offices in Switzerland - Hamburg - London - Montreal - Hongkong - Singapore
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TROTTING SCANDAL CONTINUED

get-together attended by many of the horsemen and announced proudly, "At least we can be sure that 99 out of 100 drivers are really trying in our races." An amused titter went around the room and one prominent driver was heard to say, "Who does he think he's kidding?"

By and large, however, the races are probably just as honest as any others where the human factor enters. (The only completely honest racing in the world now is properly supervised greyhound racing, where no jockeys or drivers are involved.) It may be easy to make a horse lose, but it is much harder to make one win, especially on the half-mile tracks where luck plays such a part. Most drivers who bet seem to lose just as much money as the average fan. So do big betters who know various owners, trainers and drivers and would never think of walking up to the \$50 window except on direct advice from the paddock. With the 16% mutuel "bite" (which under present law goes 8½% to the track operators and 7½% to the state) nobody really can win. The average better buys around \$60 worth of tickets a night and gets back around \$50. He loses \$10 a trip, night in and night out, plus the \$5 or so that it costs him to get into the track and comfortably seated with his program and his tip sheets. On a big Saturday night, when 30,000 fans show up, they go home with around a half million dollars less than they had when they started.

Sing Sing gets a visitor

NEW YORK'S Governor Tom Dewey, an impeccably honest man who has never bet on a horse race of any kind in his life, has been considerably embarrassed by the harness scandal. Moreover the name of acting Lieut. Governor Arthur Wicks, supposed to be a loyal member of the Dewey "family," has also cropped up in the investigations. What happened here was that reporters discovered that DeKoning had been visiting his old sponsor, the notorious Joey Fay, in Sing Sing Prison. The reporters began looking for other prominent visitors to Fay and found Wicks's name on the list. Wicks's visits had nothing to do with trotting—but Governor Dewey does not enjoy having his associates visit convicts for any reason whatever and will soon hold a special session of

the legislature to try to ride Wicks right out of public life.

Dewey has also appointed a special investigating committee, under the capable hands of former Judge Bruce Bromley, to look into the whole harness racing mess. Noting that the various New York trotting tracks now take in a gross of around \$30 million a year, Dewey has commented, "That's a lot of money for the gangsters to move in on." Judge Bromley himself is said to have remarked, after a preliminary survey of the facts, "All the abuses seem to flow from the fact that there is too sweet a pot of honey."

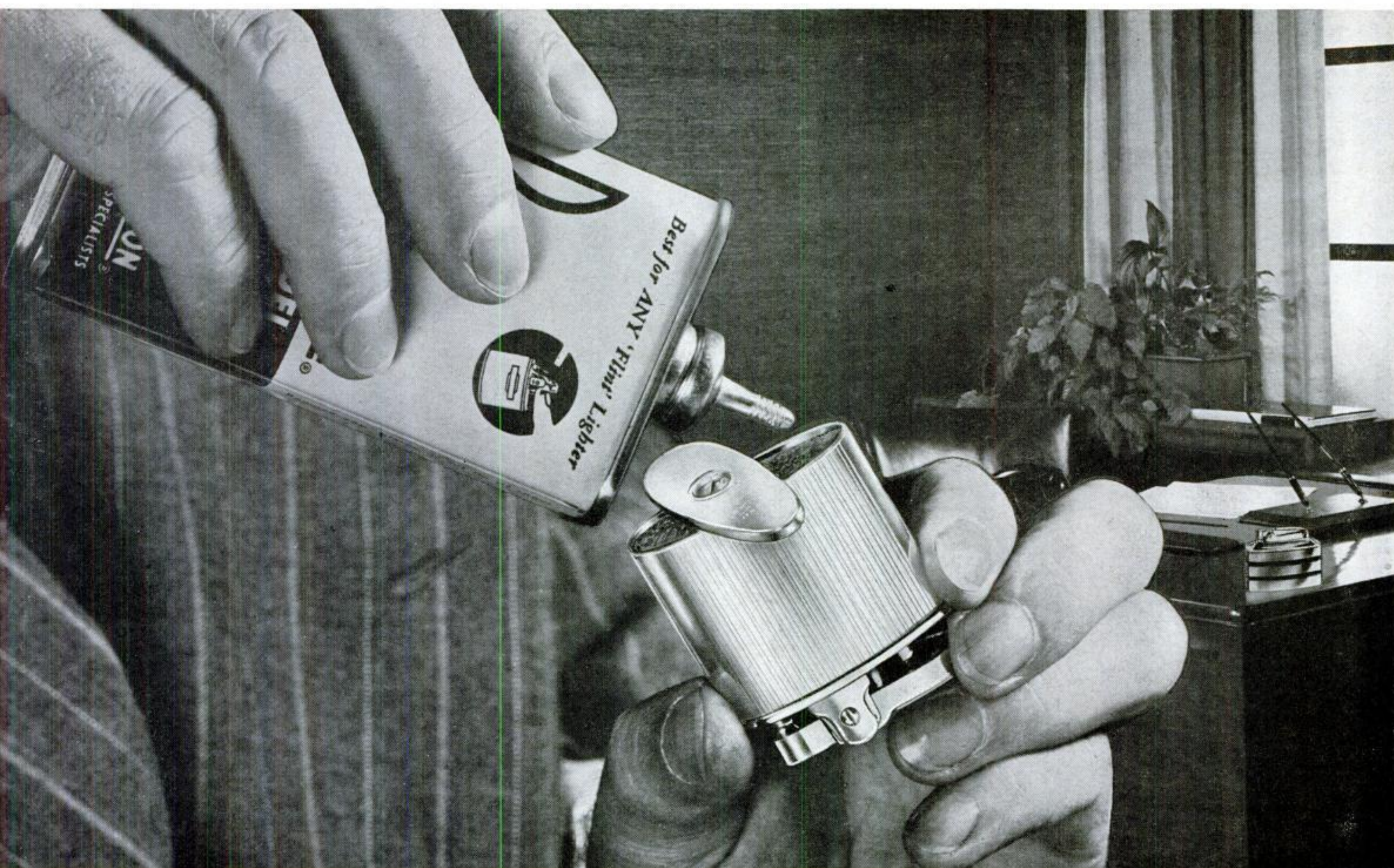
But in the last analysis the current investigation is a matter of locking the barn door after the horse was stolen. All the big capital gains possible in harness racing around New York City have already been taken; all the cream has been skimmed. It may be possible in the future to keep out the labor racketeers and the rapacious politicians. It will certainly be possible to set up a more adequate kind of supervision that will protect the public against the obvious fixes. But you can just about bet your life that the excess profits will be transferred from the promoters and insiders to the state treasury. The same parasitic 16% will continue to be extracted from the wallet of the racegoer—only in the future it will go mostly to the state instead of to the George Levys and the politicians. Virtue will triumph, but the man who goes to the races will never know the difference.

At this point we should perhaps feel sorry for the racing fan. He is the fall guy, the real victim who has paid the excess profits of the promoters, the shakedown money of the labor racketeers, the bribes to the politicians. We should feel sorry for him except for one thing. His disease, which is the urge to get rich quick by betting the right horse, is incurable. He is as the moth to the flame, the lemming to the sea, the salmon to the spawning grounds. Nothing can save him. For proof we can go back to the first season at Yonkers Raceway. The track held its final racing of the autumn meet one Saturday night. The grounds were swept up, the horses shipped away, the gates closed and bolted till spring. The winter silence descended—and then some 4,000 racing fans turned up anyway, trying to force the closed gates.



THE MONEY POURS IN at Yonkers Raceway despite everything. This was part of crowd at the bet windows one

night last week, the fans ignoring scandal developments in newspaper headlines to concentrate on racing selections.



1. Just flip it to fill it! This new "Triumph" has everything people like in a Ronson—plus! The "plus" is the exciting new swivel base. You merely flip it

open, add Ronsonol lighter fluid, and *it's filled!* You don't underfill or messily overfill because you can clearly see what you're doing!

Easiest-filling lighter ever made!

New swivel-base Ronson "Triumph"...

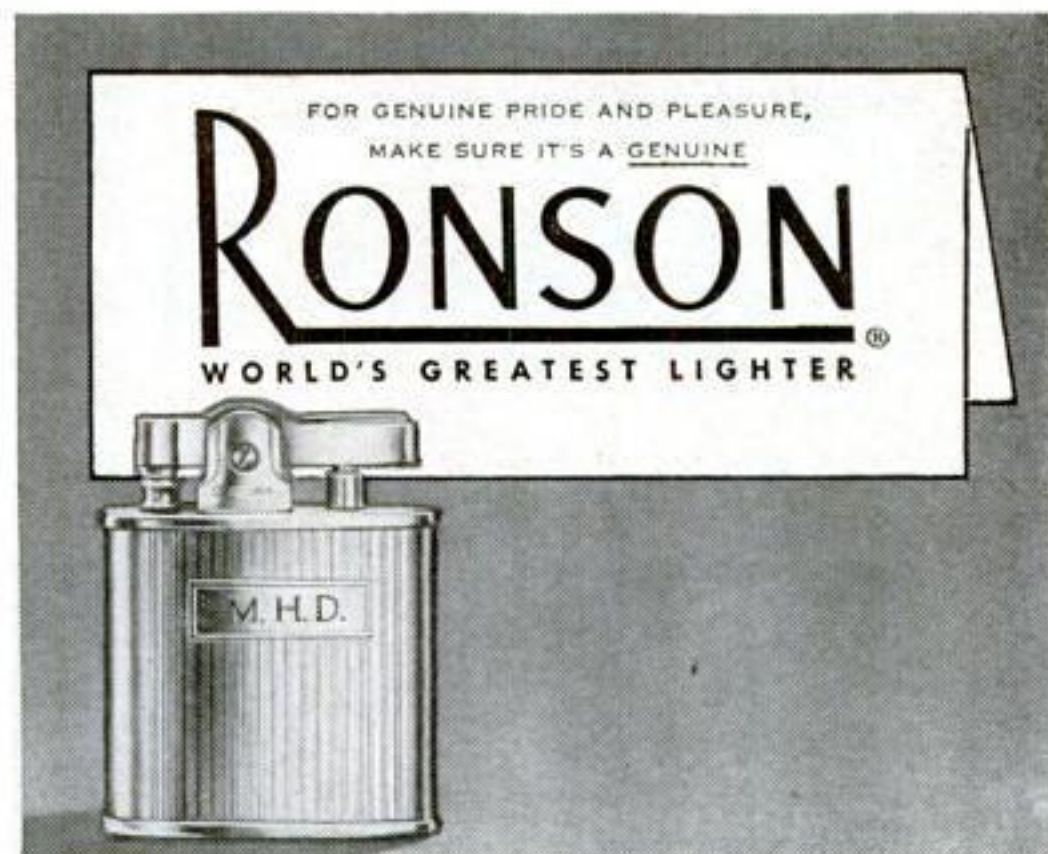
year's most welcome gift...\$8.50



2. It couldn't be simpler! Nothing to unscrew! Just flip, it's open...flip, it's shut. *Tight-shut* so the fluid won't leak or evaporate. The new base is precision-made for complete smoothness of operation, like *all* of Ronson's dependable features.



3. The Ronson "Triumph" fills as easily as it lights! And Ronson is famous for the precision "press, it's lit...release, it's out" lighting action. Now the "Triumph's" "flip-open-flip-shut" *filling* action gives you still another Ronson exclusive!



4. A new sleekly tapered shape is still another feature! The Ronson "Triumph" is a truly exciting gift at \$8.50! Other Ronsons from \$5.50 to \$200.00. Always look for the name **RONSON** so you'll *know* it's genuine!

Ronson, Newark, N. J.; Toronto, Ont.; London, Eng.



Running away from a soft bombardment of leaves thrown at him by playmates, Stewart Blickman scampers out of a leaf pile to momentary safety.



From a low-hanging branch still carrying its leaves Heather Heid picks three for silent scrutiny.

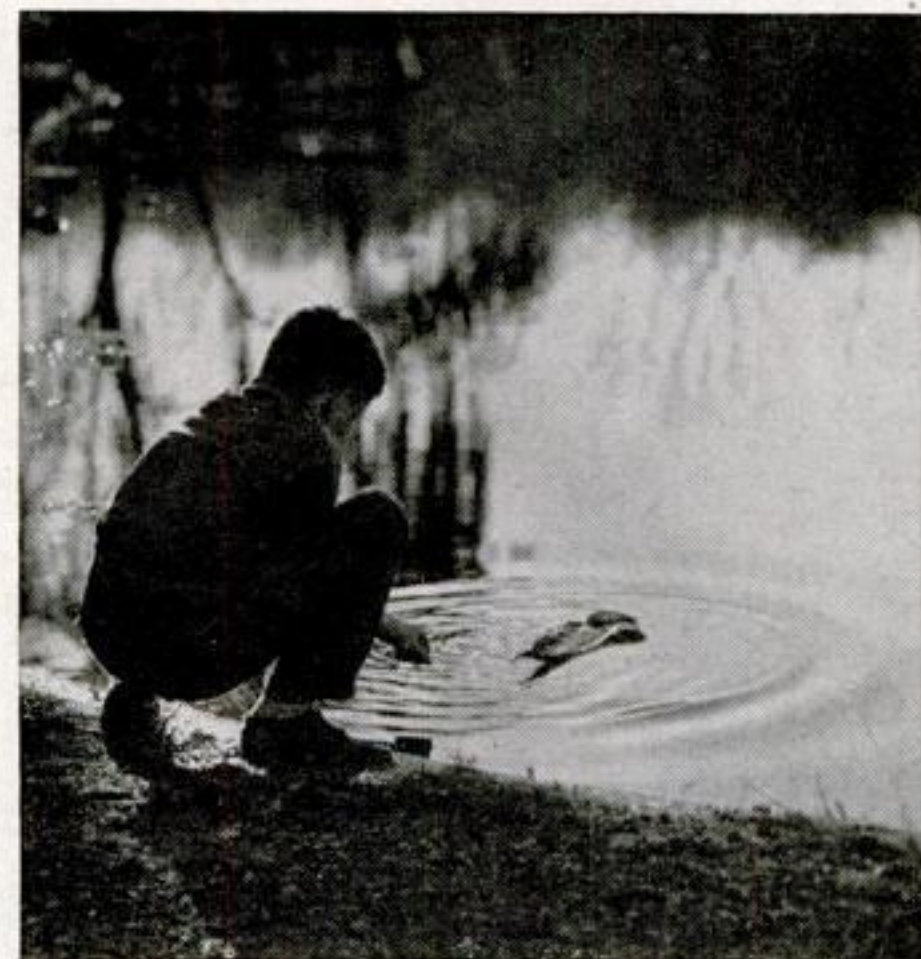
Children in the Leaves

THEY HEED THE CALL OF FALL WITH GAMES

There are in the U.S. some 850 different species of leaf-bearing trees, each with its own foliage, distinct as to size, shape, texture and even color. But at leaf-falling time, to children too busy to bother with species, the leaves are all the same—something to roll in, to tramp through, to jump on, to toss, to make into boats or airplanes. Last week LIFE Photographer Allan Grant toured New York's Rockland County and found these children enjoying their season's last fling with the leaves.



Ducking the falling leaves, Royal Heid endures a shower which he had tossed into the air.



A lazy boatman's lot is daydream of Paul Fry, piloting a magnolia leaf across a pond.

Confident of her brother Vernon's care, Mary Eagle submits expectantly to afternoon burial.

"Rows of jars and bottles..."

WHAT NONSENSE!

says Ann Delafield



One cream—that's all you need when it's Ann Delafield's All-Purpose Deep Cream. It's a triple-duty cream—deeply penetrating, thoroughly cleansing, richly smoothing. And remember; for beauty from within—Ann Delafield's Vitamins.



In two sizes: \$1.50 and \$2.75

Go to your **REXALL** store today! Start looking lovelier tomorrow.

Double-duty powder with the foundation built in. Five shades. \$1.50

Lipstick, clear-edging, long-lasting five face-flattering shades. \$1.25

Skin Freshener, scientific pore cleanser, refreshing skin stimulant. \$1.50

Cologne, a blended fragrance. \$2.50

Eye Compact for lovely eyes... Quik-on mascara, shadow, eyebrow pencil and liner... Party \$5.00, Purse \$2.00

Beauty Vitamins, a month's supply in individual gold-foil wrapping. \$2.95



ALL PRICES PLUS TAX
(EXCEPT VITAMINS)

Ann Delafield cosmetics sold only at **Rexall**



Here's Betsy McCall!

So neat... so sweet...
with dainty features
molded of **BAKELITE Vinyl Resins**

Winsome, well-dressed Betsy is perfection to the last detail. Her sweet face, as soft and washable as any little girl's, won't crack, break, scuff or peel... thanks to the special qualities of **BAKELITE Vinyl Resins**.

Adorable dolls, like this Ideal creation, are just one of countless ways these versatile plastics add to your life—from floorings that seal out dirt to dish drainers that don't get gummy. Both industry and defense find dependable **BAKELITE Vinyl Resins** always meet their high standards. You can count on the **BAKELITE** trademark in all you buy.

The official **Betsy McCall** doll, beautifully dressed in one of Betsy's favorite dresses. Millions of children follow her adventures monthly in *McCall's* magazine. A *McCall* pattern is included for adding to her wardrobe... other patterns available. And her shining hair can be combed and curled with her own curlers of **BAKELITE Vinyl Resins**. Made by Ideal Toy Corporation, Hollis 7, N. Y.

BAKELITE
TRADE-MARK
VINYL RESINS



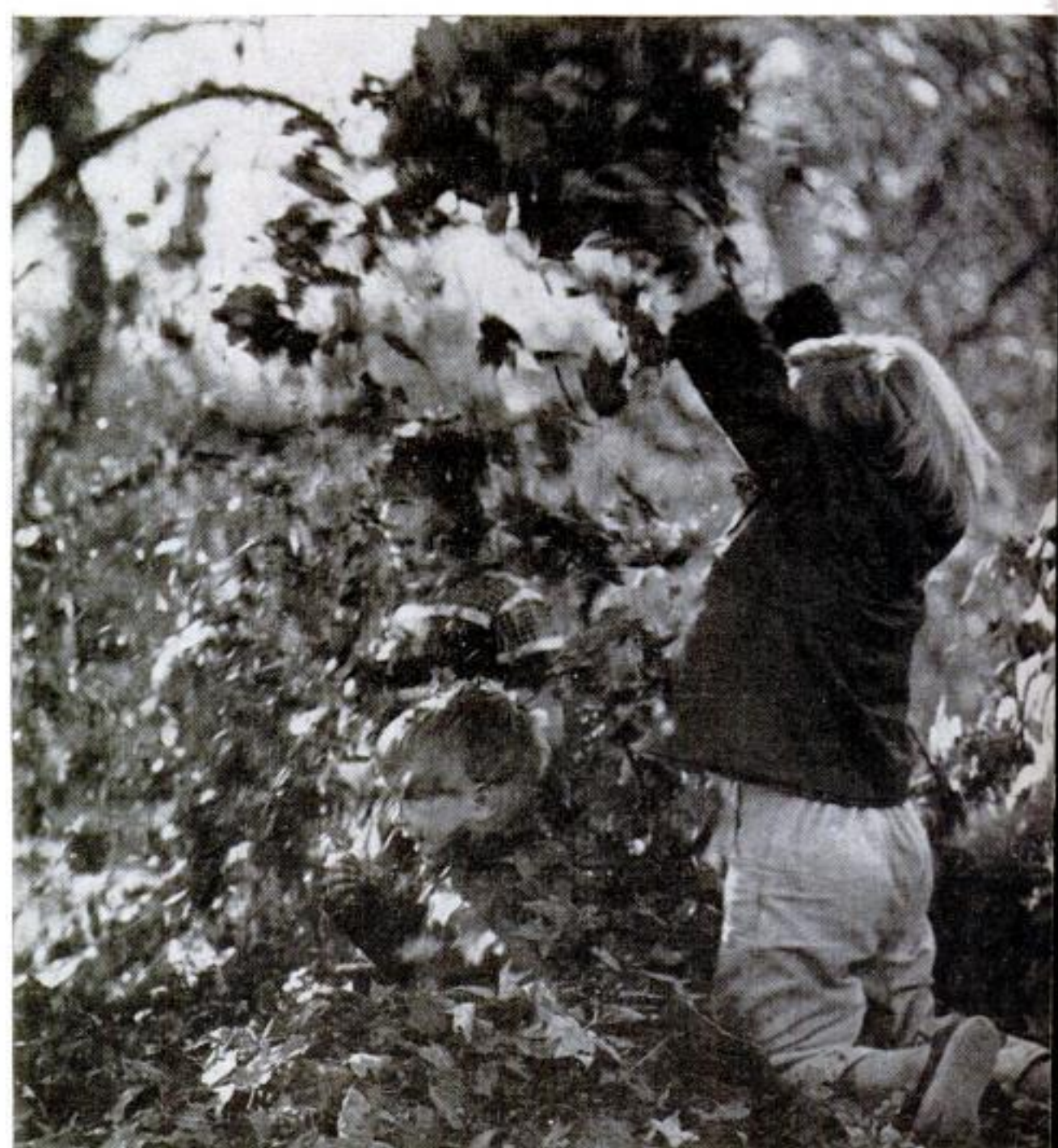
BAKELITE COMPANY

A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd St., New York 17, N. Y.

Children in the Leaves CONTINUED



Dragging their feet, Raymond Burghardt and Ellen Bassett scuff through a windrow blown against a fence.

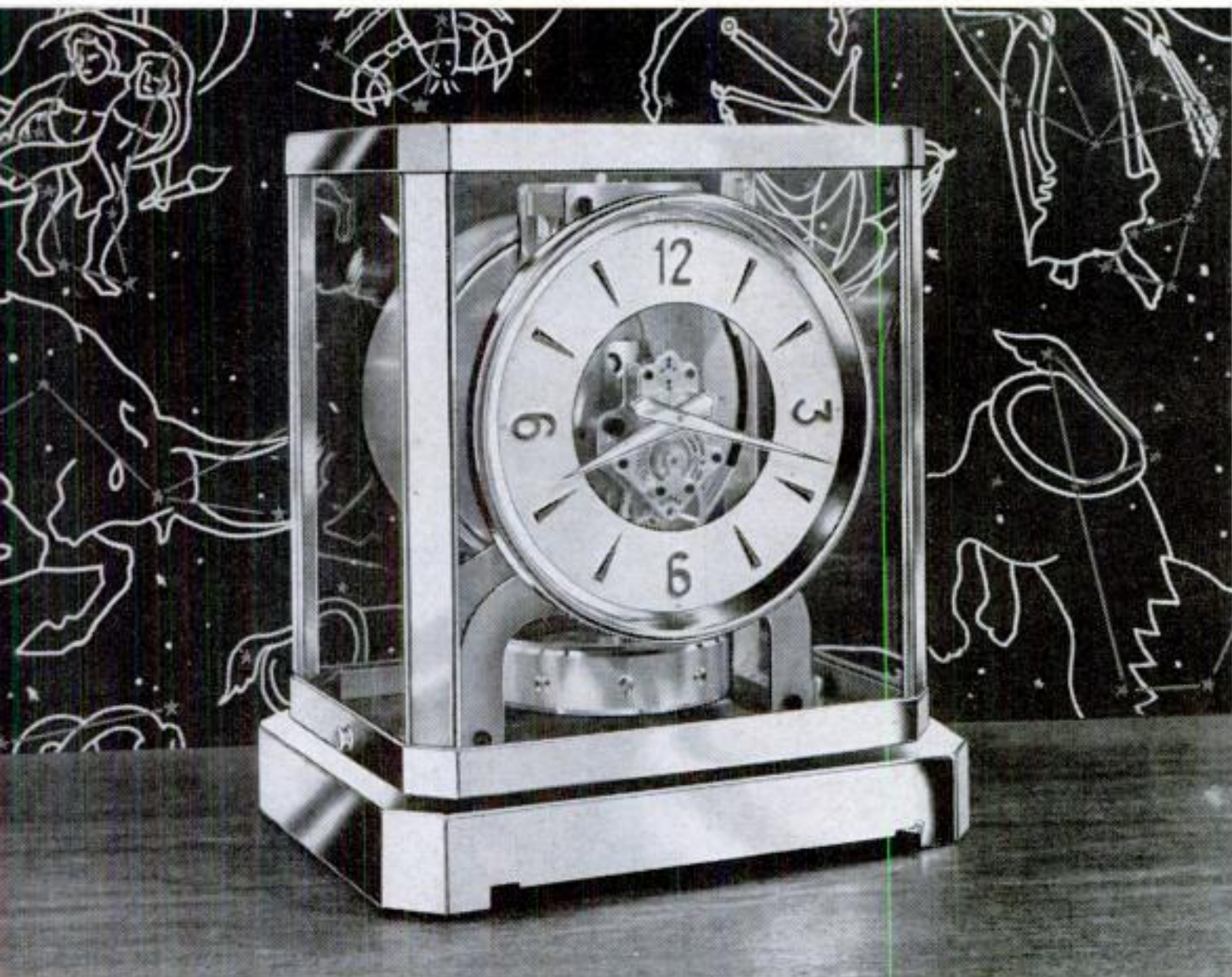


A disintegrating crown of leaves is about to be dumped by Vicky Blickman on unsuspecting Paul Bassett.



Fight for fallen leaves is engineered by Leonard and Michael Sullivan and Edward Coates, who use them as gliders.

CONTINUED ON PAGE



ATMOS—The Perpetual Motion Clock. This LeCoultre creation amazingly offers virtual perpetual motion in a handsome clock. No hand-winding, no electricity—ATMOS runs silently, accurately, powered only by the unfailing daily changes in the temperature. ATMOS, beauty-in-action, brings a dramatic touch to every home. An exceptional possession, a most exceptional gift. Measures $9\frac{1}{4} \times 8\frac{1}{4} \times 6\frac{1}{4}$ inches. \$175.

GIFTS OF SUPERB QUALITY—CREATED BY

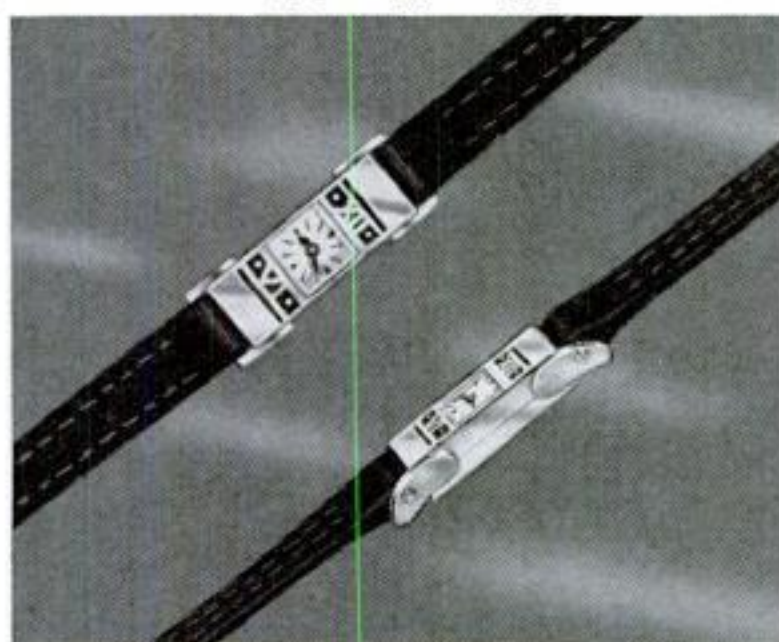
LE COULTRE

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

Exclusive in style — outstanding in value — the gift of a LeCoultre timepiece reflects the good taste and generosity of its giver. For 120 years, every LeCoultre watch and clock has been crafted to the highest standards in all watchmaking. See your Authorized LeCoultre Jeweler for your finest Christmas gifts — "The Most Exceptional Watches and Clocks in All the World".



LE COULTRE MONTRES D'ELEGANCE M—A gift to be cherished for years and years. Diminutive enchantment, richly conceived in 18K gold, set with two choice diamonds. An ever-dependable timekeeper. \$192.50.



THE SMALLEST WATCH IN THE WORLD—Less than one-third as wide as a dime! A work of elegance and precision craftsmanship in the true LeCoultre tradition. An excellent timekeeper. In platinum, \$1500.

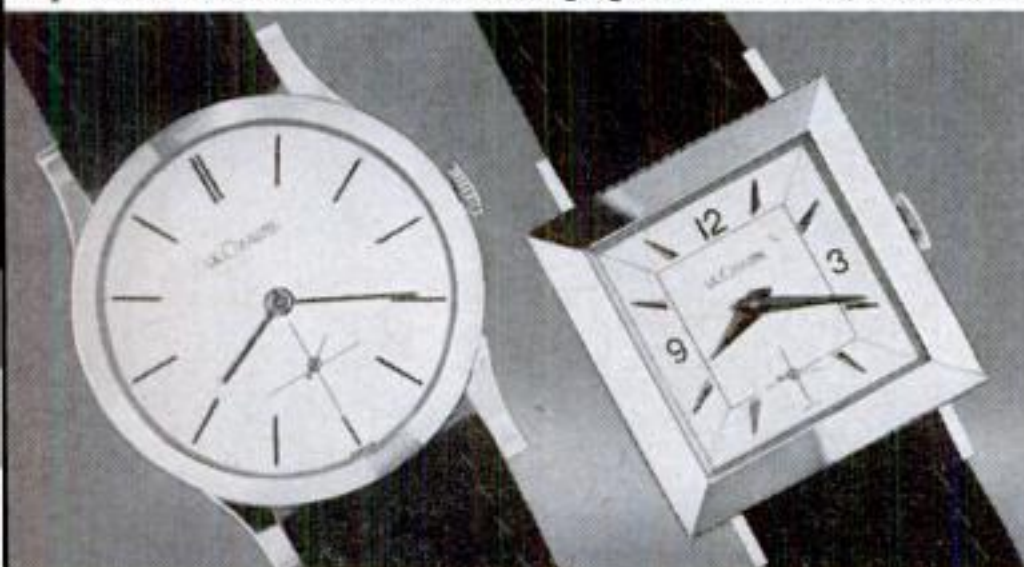


LE COULTRE FUTUREMATIC—Engineered to be the most accurate self-winding watch in the world—it may be set to the exact second. Fully patented—exclusively LeCoultre, it is 100% automatic. No hand-winding ever, it has no winding stem. Cannot run down, cannot overwind. An exclusive Reserve Indicator on the dial shows the power remaining in the mainspring. In a gold-filled case, \$99.50. In 14K gold case, \$165.



LE COULTRE WATCHES — EXCLUSIVELY STYLED FOR ELEGANT LADIES—In fashion centers the whole world over, LeCoultre watches are noted for their superb artistry of design. They are what the latest "originals" are in the field of feminine fashion. That is why LeCoultre watches are so popular with style-leading ladies everywhere. Yet, far

from being simply exquisite jewelry, every LeCoultre watch offers years of dependable accuracy. Shown above — "Rhonda", 14K gold, \$110; "Dahlia", 14K gold, \$110; "Caprice", 14K gold, \$125; "Ile de France B", gold-filled, \$89.50; "Promenade", gold-filled, \$71.50; "Flair", 14K gold, \$125; "Aristocrat", gold-filled, \$71.50.



LE COULTRE "120" WATCHES—Utmost distinction in timepieces created by master-watchmakers celebrating the founding of the LeCoultre factory, 120 years ago. "Sir Winston"—"Sir Warren"—in 14K gold. Each, \$120.



LE COULTRE POWERMATIC—LE COULTRE WRIST ALARM—The Powermatic is self-winding for superior accuracy. The Wrist Alarm, "the Watch With a Memory", reminds of every appointment. Gold-filled cases. Each, \$71.50.



LE COULTRE "GENERAL" WATCHES—New and exclusively LeCoultre. They tell the date-of-month, seconds, minutes and hours with unsurpassed accuracy. 14K gold cases — "General Wayne", \$150 — "General Lee", \$135.

WORLD'S MOST EXCEPTIONAL WATCHES

LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

DIVISION OF LONGINES-WITTMANER WATCH COMPANY

All Prices Include Federal Tax

Why COLD SUFFERERS Prefer STANBACK

1. Several fast-acting medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
2. Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.
3. As a gargle STANBACK relieves sore throat due to colds.
4. Relieves simple headache — neuralgia, discomforts due to colds.
5. Handy to carry in pocket or purse for convenience at work or play.



TEST STANBACK
AGAINST ANY
PREPARATION
YOU'VE EVER USED!

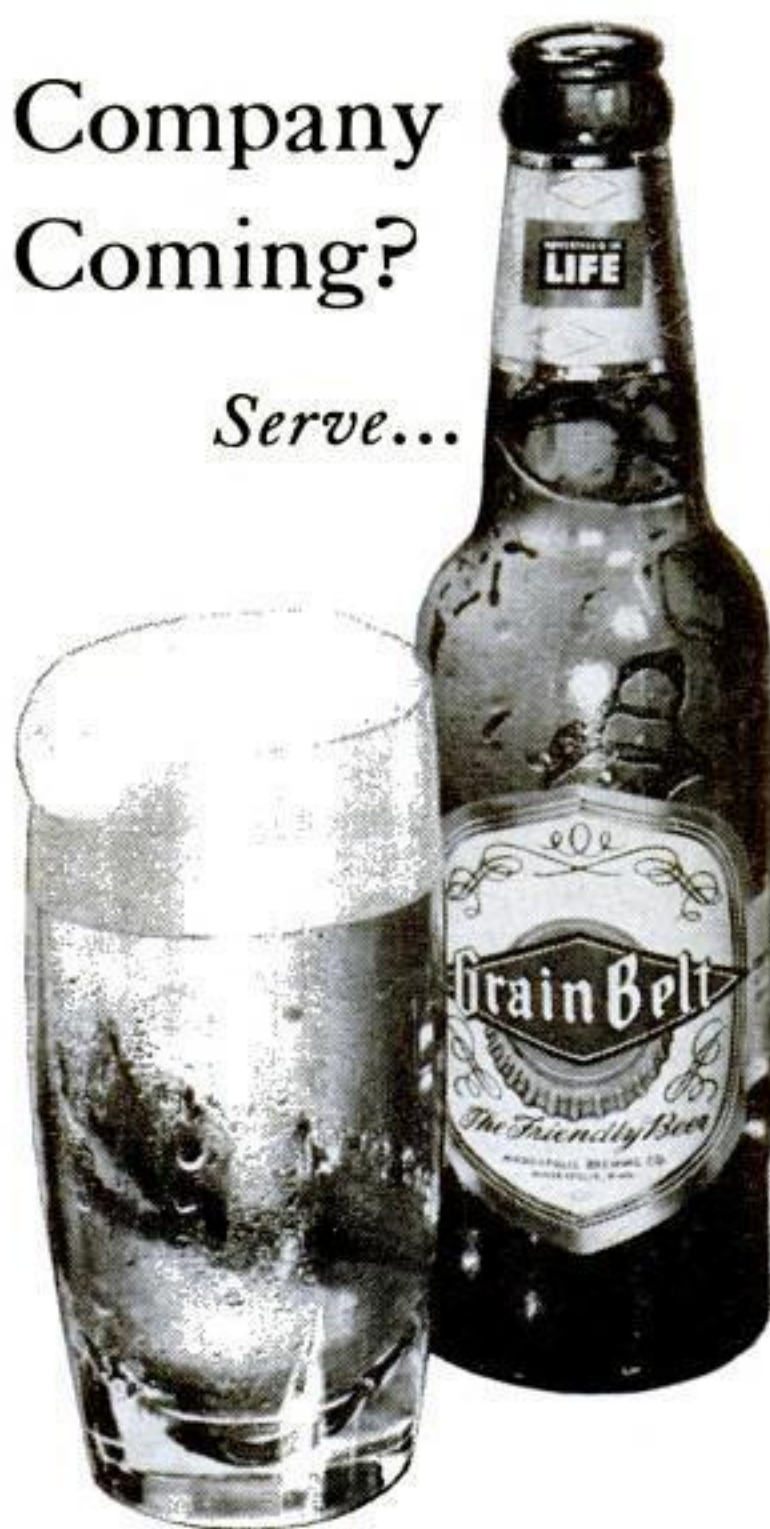


REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
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Snap Back with
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Company
Coming?

Serve...



Grain Belt
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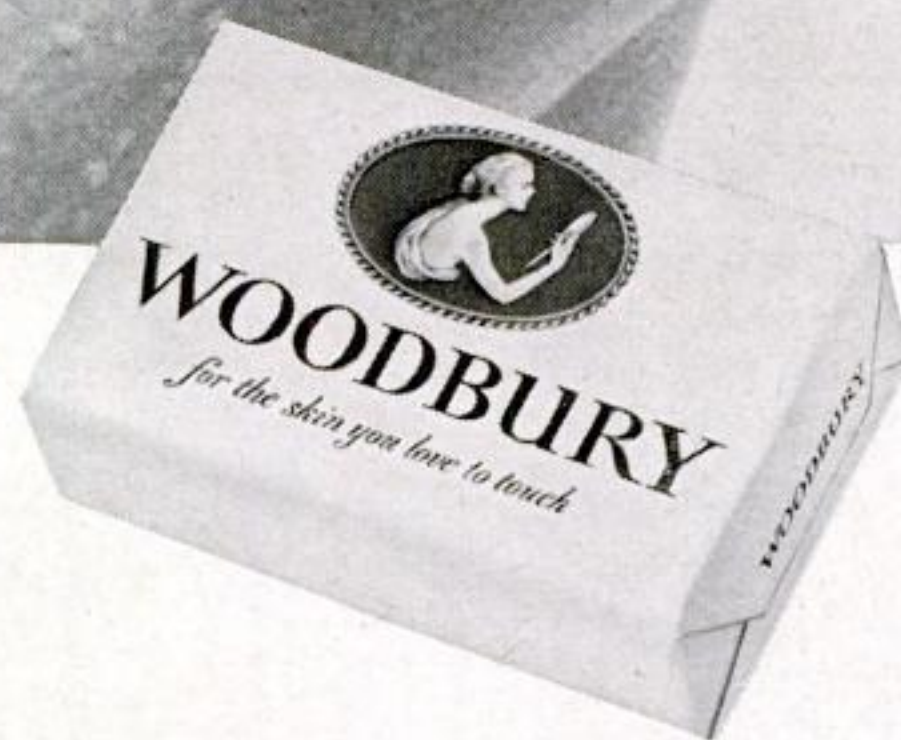


Combining play and seasonal chore, Doyce Waddell stirs a pile of burning leaves, and the smoke and gentle wind almost smother the slanting sunlight of autumn.

Soak up beauty
this luxurious new way



Suddenly beauty care is different! For gentle New Woodbury Soap lather is different from any other in the world. It's enriched with seven face cream oils and emollients, intended to help replace natural oils you usually wash away. It's wonderful for your complexion. (A blessing for dry skin.) And your baths are sheer luxury—true beauty baths from head to toe. You'll like its delicate floral fragrance. Do try New Woodbury Soap...*"for the skin you love to touch"*!



New Woodbury Soap is enriched with 7 face cream oils

What happens when



MAYOR Charles Farnsley: "LIFE is the most powerful medium of adult education in the U.S. . . . one of the biggest forces for education in Louisville." 3 out of 5 U.S. households read LIFE.*



SPORTS WRITER Bill Corum, Pres. of Churchill Downs: "During Kentucky Derby Week, the whole world comes to Louisville. The other 51 weeks of the year, it arrives in the pages of LIFE."

IT AFFECTS THE WAY GOODS ARE BOUGHT AND SOLD

WHISKEY. President J. A. Engelhard (left) of Glenmore: "LIFE's impact has been evident to us from its inception in 1936—and we've been LIFE advertisers ever since." President Julian P. Van Winkle (center) of Stitzel-Weller:

"People respond to LIFE as they do to no other magazine." Board Chairman W. L. Lyons Brown of Brown-Forman: "All three of our largest-selling brands are in LIFE, with larger schedules than in any other advertising medium."

CARS. James C. Norman, Exec. VP of Downtown-Mercury Inc.: "The 'Advertised-in-LIFE' promotion we held this year helped give us our biggest month since entering the business in Louisville." LIFE is read in 64% of car-owning homes.



LIFE hits LOUISVILLE?

NO LONGER can Louisville be considered as just the city of bluegrass, bourbon, and beautiful women.

Led by a group of energetic and enterprising citizens, it is the forerunner of a "Kentucky on the march." Appalled by statistics which revealed that their state was plodding in business and social progress, the citizens have used some Kentucky "horse sense" to attract new industry and to re-vamp old educational methods. The result is that Louisville is fast becoming a center of both culture and commerce.

LIFE's part in quickening Louisville's progress is recognized by both the city's cultural and commercial leaders . . . and their appreciation is recorded on these pages. And here also, in the story of a young fireman, is a specific example of how just one individual in the 330,080 LIFE-reading households in Louisville and Kentucky felt LIFE's nationwide impact.*

What happens when LIFE hits any city, town or village in America? It has the same kind of personal appeal, powerful impact as you see illustrated here.

*Source: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc. A LIFE-reading household is one in which any member aged 20 and over has read one or more of 13 issues.

IT INFLUENCES THE WAY PEOPLE LIVE AND LEARN



FIREMAN Robert Grayson's dramatic dog rescue was pictured in LIFE. As a result, he got "three marriage proposals, a trip to Minnesota, free dog tags from all over the country."



RABBI Joseph Rauch of Temple Adath Israel: "LIFE's 'The World We Live In' is a unique educational contribution."



EDUCATOR Maurice D. Bement: "LIFE devotes ample space to challenging articles in the field of education."



MONSIGNOR Felix Newton Pitt of Catholic School Board: "LIFE's picture series contribute greatly to U.S. culture."

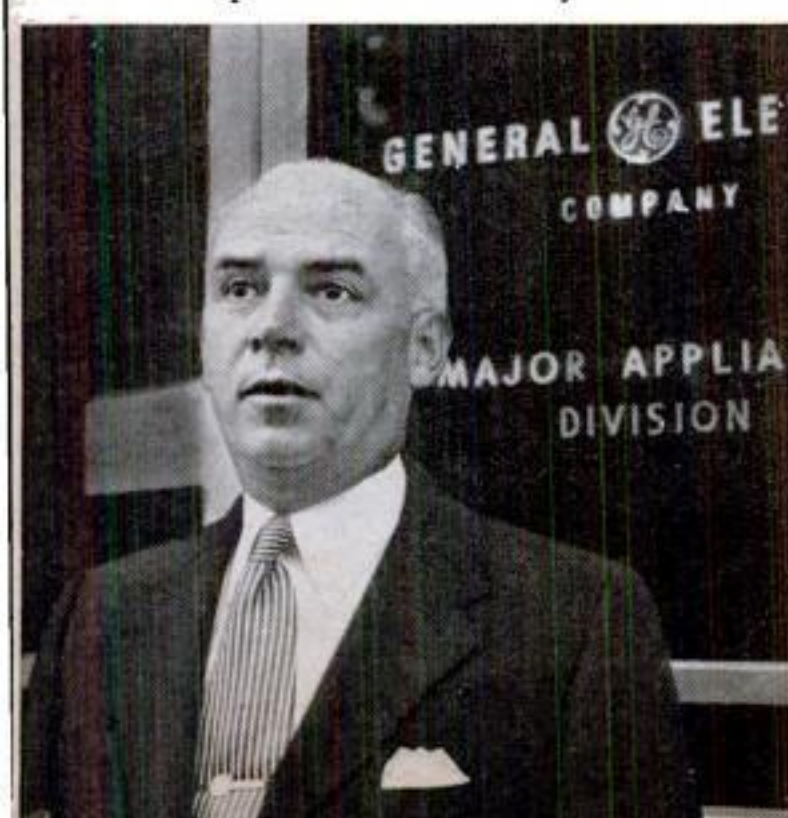


GOLF PRO Eddie Williams: "National Golf Day, originated by LIFE to help the USO, is an outstanding event here."



LAWYER Wilson W. Wyatt: "LIFE has always fulfilled the great expectations which all of us charter subscribers held for it from its first launching." LIFE is read in 95% of all households headed by professional or semi-professional people.*

APPLIANCES. J. F. McBride, Marketing Manager G. E.'s Major Appliances Division: "LIFE's coverage in all fields contributes much to opinions formed by millions."



BOXES. William C. Embry, VP of General Box Co.: "I once cancelled my subscription in protest over an article, which I would never do for a less important magazine."



FOOD AND DRUGS. Merchants of Southland Park Shopping Center: "Sales went up an average of 10% during our LIFE promotion last year. We plan another one soon."



ALUMINUM. David P. Reynolds, VP of Reynolds Metals Co.: "We chose LIFE to kick off our Reynolds Do-It-Yourself Aluminum." LIFE is read in 58% of all owned homes.*



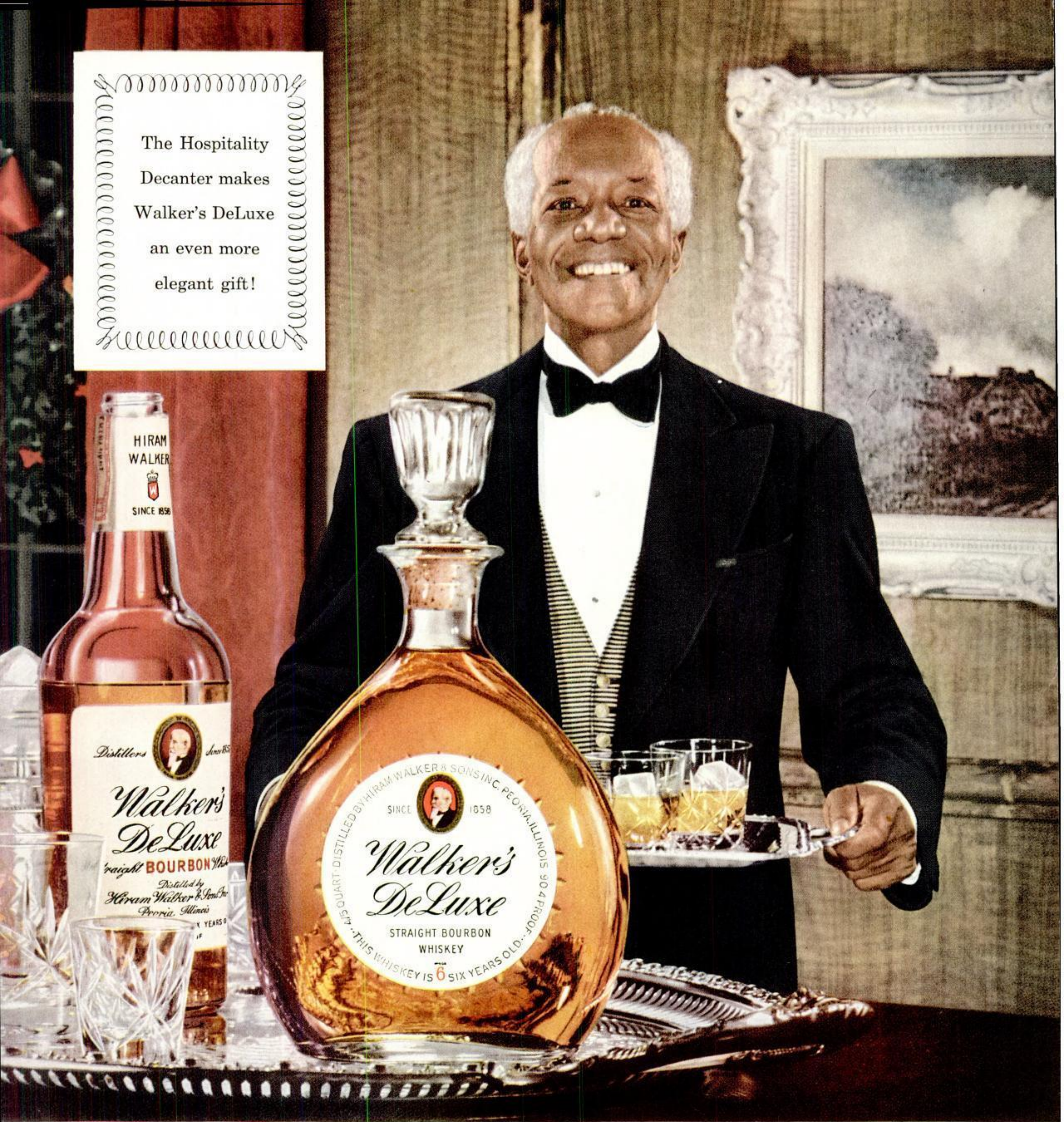


SAM'S MULTIFOCALS

Lots of people wear bifocal spectacles, but Sam Silver, a retired clothing cutter of Brooklyn, N.Y., has equipped his right eye with what he calls multifocals, allowing him to focus not only up and down but also sideways. The only practical purpose he has so far discovered for

these glasses plus his horn-rimmed nose frame is to amuse people. "Everybody," says Sam, "needs cheering up." Recently Elaine Saunders, a Brooklyn housewife, saw him, clicked the shutter of her husband's camera, and the first picture of her life took this portrait.

The Hospitality
Decanter makes
Walker's DeLuxe
an even more
elegant gift!



It's Walker's DeLuxe, sir, in its gift decanter

A gift of Walker's DeLuxe carries with it a great compliment. For this is Hiram Walker's finest straight bourbon—6 years old, 90.4 proof—a truly elegant whiskey. And now its elegance is accented by the handsome new Hospitality Decanter shown above. May we suggest Walker's DeLuxe in its new Decanter for your own entertaining as well?



The full distinction of the Hospitality Decanter is revealed by removing the label. There is no extra charge for Walker's DeLuxe in Decanters, but we suggest you order early, since the number is limited.



MRS. B. COLLINS EDGAR, Lookout Mt., Tenn. "I've preferred Camels since 1918—when I was a Red Cross nurse in France."



F. A. NORMAN, Bethel, Conn. "Talk about tests! For 37 years I've been proving Camels are the finest smoke there is!"



MRS. RHEA SCOTT, Waukesha, Wis. "No other cigarette has ever been able to win me away from Camels—in 30 years!"



FRANK G. CLARKE, Danbury, Conn. "For 40 years I've smoked Camels, two packs a day, with nothing but pleasure as the result!"



LEWIS A. WETHERBY, Athol, Mass. "Camels give me more pleasure than any other brand, and have for 33 years past!"



FRED FORDHAM, New York City. "In 35 years I've found you can't get Camel mildness and richness in any other brand."



HARRY M. COOK, Dallas, Tex. "My Camel days go back to 1917 and for me no other brand comes up to Camels."



A. CAMPBELL, Norfolk, Va. "No other cigarette suits me like Camels! And I've been smoking them steadily since 1914!"

Why don't
you make
Camel's
30-Day
mildness
test?

These smokers gave CAMELS 30-YEAR Mildness Tests



MRS. CARRIE LEOPOLD, Neposht, N. Y. "I first found out in 1923 how rich and mild Camels are. They're still my cigarette."



A. STEALEY, Pittsburgh, Pa. "I've smoked Camels for 40 years of enjoyment. For me no other brand will ever do."



CHAUNCEY E. DECKER, Naugatuck, Conn. "For 37 years I've been a Camel smoker because to me Camels taste best!"



G. B. CARPENTER, Cutchogue, N. Y. "31 years I've smoked Camels and I still enjoy them just as much as ever."



DOUGLAS GREGORY, New York City. "It's been 30 years since I started liking Camels best. And I still like them best!"



A. H. STOW, Woodside, N. Y. "In 33 years I've found no other brand has that mild, rich Camel smoothness!"



LARRY CLARK, Ft. Wayne, Ind. "For over 30 years Camels have been my brand; so good and mild I'd never change!"



The more people test Camels, the more people choose Camels—for good!

● Once a Camel smoker, *always* a Camel smoker! Think of the continuous testing *these* veteran smokers have given Camels—for genuine mildness and taste-pleasing flavor! What it means to you is just this: you can count on Camels' costly tobaccos for more pleasure . . . richness, mildness . . . pack after pack, *year after year!* More smokers—of all ages, women as well as men—get more enjoyment from Camels than any other brand. This is what Camels offer you, too!



JOHN C. SLOWEY, Neptune, N. J. "I've smoked plenty of Camels since 1919 and enjoyed them all. Camels are for me!"



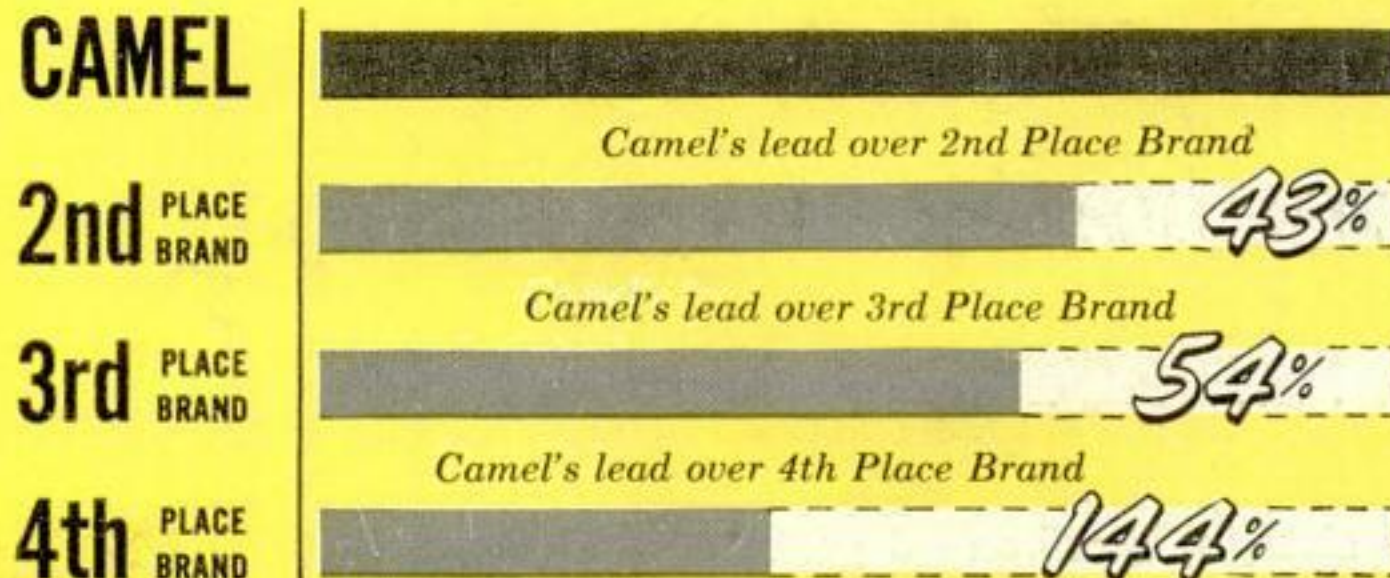
H. F. DURKEE, Akron, Ohio. "Since May, 1917, I've smoked Camels. For mildness and taste they're the finest brand made!"

For Mildness...for Flavor

Camels agree with more people than any other cigarette!

LOOK AT THE FACTS!

LATEST PUBLISHED FIGURES* SHOW
CAMELS FAR AHEAD OF EVERY OTHER BRAND!



*From Printers' Ink, 1953

SMOKE ONLY CAMELS FOR 30 DAYS and see why Camels are America's most popular brand!